Administrative Unit: Business Administration Department

Course Prefix and Number: MGMT 330

Course Title: Principles of Management

Number of Credit Hours: 3
Lecture Hours: 3
Laboratory Hours: 0

Catalog Description: Survey of principles of management. Familiarity with the history and evolution of the field and with modern principles and their application. Prerequisites: MGMT 150; junior standing or instructor’s permission.

Prerequisite(s)/Corequisite(s): MGMT 150; junior standing or instructor’s permission.

Text(s): Most current editions of the following:


Course Objectives:
• To gain a basic understanding of management principles.
• To become aware of concepts for managing people.
• To develop multiple approaches for resolution of managerial challenges.
• To enhance communication skills from written and oral presentations.

Measurable Learning Outcomes:
• Understand the functions of management and the skills needed to become an effective manager.
• Explain the environmental forces that influence organization strategy.
• Evaluate the pros and cons of group decision making.
• Explain the elements of the strategic management process.
• Explain the options for dealing with ethical issues.
• Identify the strategy organizations use to compete globally.
• Differentiate between intrapreneurial and entrepreneurial activities.
• Evaluate opportunities for becoming a responsive organization.
• Explain how firms use human resources to gain a competitive advantage.
• Explain how an organization can take steps to cultivate diversity.
• Explain the behaviors characteristic of leaders of
- Explain the causes and consequences of a satisfied workforce.
- Describe how to design a managerial control system.

**Topical Outline (major areas of coverage):**
- Foundations of Management
- Planning and Strategy
- Organizing and Staffing
- Leading and Motivating
- Control and Change

Every Business Administration course includes a written and oral presentation component.

Recommended maximum class size for this course:  **35**

**Library Resources:**
Online databases are available at [http://www.ccis.edu/offices/library/resources.asp](http://www.ccis.edu/offices/library/resources.asp). You may access them from off-campus using your eServices login and password when prompted.

Prepared by:  
[Signature]  
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Date:  **March 8, 2006**

**NOTE:** The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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