**BUS320: PRINCIPLES OF MANAGEMENT**

Josh Misner, Ph.D.

[jmisner@uwsp.edu](mailto:jmisner@uwsp.edu)

**Catalog Description**

Theory of management. Explore different ways managers function in profit as well as not-for-profit business and industry organizations. Examine management behaviors from functional and organizational perspectives. Use current and library resources. Study language, philosophy, historical development, and psychology of management. Does not count toward Business Major.

**Course Outcomes**

* Students will explore organizational and leadership theories to develop an understanding of how such theories are evident in a professional environment.
* Students will analyze organizational case studies as a means of identifying problems related to professional communication.
* Students will examine the effects of organizational culture on professional communication and develop an understanding of how to navigate culture.
* Students will identify leadership strategies and best practices for maintaining professional communication.

**Texts:**

Carnegie, D. (1998). *How to win friends and influence people*. New York, NY: Pocket Books.

Covey, S. R. (1989/2004). *The seven habits of highly effective people: Powerful lessons in personal change*. New York, NY: Simon & Schuster.

**Attendance & Late Policy**

Seeing as how you signed up for this course, I can only assume that you want to be in this class and as such, I expect you to be at every class session. Since this is an online course, this means that you agree to participate in class discussions with ***both*** frequency and quality.

You will know well in advance all assignment due dates. That stated, late assignments without prior arrangements will not be accepted for credit. If you know in advance that something will prevent you from completing and submitting your assignments by the due date, you must let me know in advance to negotiate an extension. Without prior negotiation, no points will be awarded to late work. Technological issues are not valid reasons for late work, so plan well in advance to avoid such mishaps.

**Evaluation will be based on five assessments:**

Case Studies: 20 points (2 @ 10 points/each)

Pro Events 20 points (2 @ 10 points/each)

Leadership Journal: 10 points (5 points/each)

Final motivational leader presentation: 20 points

Discussion: 30 points (2 points/week @ 15 weeks)

Total: 100 points

**Assessment Details:**

1. **Case Studies** – In place of exams or quizzes, you will be asked to write two 3- to 5-page papers that apply what you have learned to a real-life situation. You will read each case study and then, stepping into the role of the main character in those studies, respond to the question of, “What would you do?” You will be expected to use and cite course material to develop a plan on how you would respond to the most pressing professional issue apparent to you in that case study. Do not regurgitate or summarize the case; I have read these cases several times and know what each case entails, so it is not necessary to tell me what happened. Simply start the paper with your plan to address the situation.
2. **Pro Events** – Several UWSP departments and programs, including the School of Business & Economics, sponsor **Smiley Professional Events** (or **Pro Events**).

Pro Events connect you to:

* *Campus* (e.g., academic coaching, student clubs);
* *Community* (e.g., Rotary, Business Council): and
* *Careers* (e.g., internships, networking).

As an SBE student, you will be able to choose from a wide variety of speakers, workshops, and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site (**proevents.uwsp.edu**) for announcements of upcoming events. You can also follow us on social media. Facebook: [UWSP School of Business & Economics](https://www.facebook.com/uwspsbe?fref=ts); Twitter: [@UWSPBusiness](https://twitter.com/uwspbusiness)

For this course, you must attend **two** official Pro Events. One event must be before the mid-semester cut-off of **Oct. 22**; a second event must be before the end-of-semester cut-off (**Dec. 10**). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for \_\_\_ points towards your final grade.

As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:

* Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your ID number.
* Watch recordings of past events via Anderson Center Canvas page; receive attendance credit after completing quiz and survey.
* Attend events in-person on campus; receive attendance credit directly.
* Attend events in-person off campus; take Events Attendance form (available on Anderson Canvas page) and obtain signature.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email [proevents@uwsp.edu](mailto:proevents@uwsp.edu).

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester’s events, I will receive reports confirming your attendance. You do not need to do anything else.

Hint: If you are having trouble finding events that fit your schedule, check out the “Create Your Own Event” option on the Anderson Center Canvas page. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our “Lunch with a Leader” program which allows you to set up a lunch (virtual or in-person) with a business expert to learn more about their industry, company and profession.

1. **Leadership Journal –** You will maintain a weekly leadership journal throughout this course, in which you capture and record your reflections each week, while giving insight into your thought processes and problem-solving strategies. As for what to write, simply write whatever comes to mind as we move through the course material. If something from the reading sparks your interest, write a reflection on it. If something from discussions rekindles a work-related memory, write down your recollection of the story. Feel free to analyze current work situations or problems using the tools you learn. Whatever you write, simply keep a single document, and write at least 2-3 substantial paragraphs per week that reflect on that week’s material. As with case studies, do not simply summarize the material; this isn’t a history course where you regurgitate dates and facts. Rather, I’m looking for your ability to apply what you’ve learned, explore new ideas that come as a result of our journey through the material, or thoughts you may have on the material, regardless of whether you agree or disagree with it. You will turn in a compilation of these entries once at midterm and again at the end of the course.
2. **Motivational presentation** – You will create a presentation in PowerPoint, Prezi, or YouTube format on a historical leader, **which will be selected from the list of leaders on Canvas during Week 1**. To prepare for this presentation, you will research this person to inform us about them, including, but not limited to the following points:
3. Background/Context
4. Adversities faced & how s/he overcame adversity
5. Summaries of your discussion points regarding this leader, as taken from Weeks 9-15
6. What we can ultimately learn from this person in terms of leadership and professional communication

This presentation should be either a minimum of 15 slides in length, or if you choose to create a YouTube video, it should be 3-5 minutes long and cover all four of the items above. For your presentation, you must reference a minimum of three credible references, one of which must be a non-internet text-based source. Decide on this source and obtain it early enough to give you time to read it. **You will also discuss your progress on researching this leader at the midterm point of the course, so plan accordingly and don’t wait until the last minute.**

1. **Discussions –** Being an online class, much of your learning will take place via collaboration with your peers. Discussions are assessed based on three criteria:

1) initial responses, 2) peer responses, and 3) facilitating discussion on your own initial posts (i.e., responding meaningfully to peer responses on your initial post each week):

* **Initial responses:** By Thursday of each week, post a substantial response to the questions provided in each of the discussion forums. Most weeks will have two separate discussion forums. Please incorporate references to your readings into these discussions and cite page numbers when possible.
* **Peer responses:** By Friday, select at least one of your peers’ posts as interesting enough to respond to within each discussion forum, taking care to ensure everyone has at least one response. Use these responses as a starting point to add depth and insight to our topics of the week. In addition to your thoughts on the original post, also include a thought-provoking question. This question needs to be open-ended and further pry open the discussion. Peer responses that fail to go beyond “Great post!” or “I agree!” and only restate what the original poster stated or ask ridiculously easy questions will not receive credit.
* **Managing discussions:** By Sunday of each week, respond to all questions/comments posed to your initial post, thereby completing our discussions. Also, don’t forget to review what others had to say in response to your replies on their posts!
* **Timeliness:** As you can see, adherence to the Wednesday-Friday-Sunday schedule is critical. Initial posts that are consistently late will not receive peer responses, which affects your ability to earn points by managing discussions (I recommend posting initially by no later than Tuesday). Peer responses not posted by Friday do not allow the original poster to adequately respond and will likely go unanswered (I recommend responding by Thursday). It is absolutely critical to the creation of our discussion dynamic that we all mindfully adhere to the schedule and instructions. Doing so will create a significantly more rewarding class experience than simply “flying on autopilot” or doing the bare minimum to get by.

Grading Rubric, based on 1 point per discussion forum:

* 1 point = Student composed a meaningful and timely initial discussion response AND responded to at least one other peer’s post within the week, adding material of value to our exploration of topics.
* 0.75 point = Student may have posted late, whether initially or with peer response(s), OR peer responses were not as well-thought out as possible, failed to add much value to dialogue, or simply rephrased the original post.
* 0.5 point = Student did not respond to any peers or responded but did so in a flagrantly meaningless fashion.
* 0 point = Student did not post at all, OR what was posted made absolutely no sense, was derogatory toward others, plagiarized, or was excessively late without communication with the professor to arrange alternate due dates.

**Assessment & Assignments:**

Your grade in this course is based on the following criteria:

A = Superior, exceptional, unbelievable, nearly flawless work.

B = Good, solid attempt, well done. Some flaws, but I like where you’re heading!

C = Average. Okay, all right, you did fine. C’s get degrees, right?

D = Below average. I’m confused by your work, and I think you are too. Let’s talk.

F = Failing. You’re not a failure. You simply don’t get it, or you didn’t try.

The following course schedule is highly tentative in nature and is subject to change based upon the rate at which this particular class progresses through the material.

**\* Note: All assignments are to be submitted before 11:59PM of the day specified.**

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| **Week** | **What to Read** | **What to expect & What’s due** |
| 1 | Carnegie: Preface | Course overview, Introductions |
| 2 | Carnegie: Pt. 1 | Organizational theory |
| 3 | Carnegie: Pt. 2 | Management vs. Leadership  ***Watch film: Office Space*** |
| 4 | Carnegie: Pt. 3, 1-6 | Listening, nonverbal communication, and authenticity |
| 5 | Carnegie: Pt. 3, 7-12 | Communication breakdowns and the debilitating effects of the ego |
| 6 | Carnegie: Pt. 4, 1-5 | Small group communication |
| 7 | Carnegie: Pt. 4, 6-9 | Diversity and intercultural communication |
| 8 | Covey: Part One | Leadership theory, Motivational Leader Check-In  **Case Study 1 & Journal 1 Due Sunday** |
| 9 | Covey: Habit 1 | Personal vision |
| 10 | Covey: Habit 2 | Personal leadership |
| 11 | Covey: Habit 3 | Personal management |
| 12 | Covey: Habit 4 | Interpersonal leadership |
| 13 | Covey: Habit 5 | Empathic communication |
| 14 | Covey: Habit 6 | Creative cooperation |
| 15 | Covey: Habit 7 | Balanced self-renewal  **Case Study 2 & Journal 2 Due Sunday** |
|  | Finals Week | **Motivational Presentations Due Monday**  Review and discuss presentations by **Thursday**, before the end of day, using discussion guidelines. |