



BUSN 210 01 Managing and Leading Organizations

School of Business - Cincinnati Christian University

Instructor: Gerry Trennepohl (gerry.trennepohl@ccuniversity.edu)

Meeting Times: Monday, Wednesday, 8:30-9:45AM

Meeting Location: Main Campus, President's Hall, 250

Course Description:

This course aims to provide an introductory overview of the tools and decision making strategies within the management function of the firm. The course places an emphasis on the central role that managers and leaders play in achieving a high performing firm that sustains a competitive advantage. "CCU is committed to providing a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study." This course will discuss Biblical Principles to underscore the concepts in a business.

Course Learning Outcomes:

After completing this course the student will be able to:

- Discuss the key components and strategies as they relate to management.
(Assessment: Discussion Forums, Chapter Activities)
- Analyze key management issues in a particular industry or company and propose appropriate managerial solutions to the situation.
(Assessment: Chapter Activities, Quizzes)
- Recall important personal finance facts and concepts.
(Assessment: Exams)

Textbooks:

Daft and Marcic. *Understanding Management* (8th ed). Australia: South-Western Cengage Learning. 2013 (ISBN: 978-1111580247)

Note: Students must purchase the stated edition as the activities are specific to the textbook. Sharing textbooks for this course is discouraged. Do not attempt to complete this course without renting or purchasing the textbook.

Student Assignments and Grade Breakdown

Students in this course will be evaluated by the College's standard grading system. You should refer to the Student Handbook or the College Catalog for further details. The criteria for determining that grade will be as follows:

1. Quizzes (10%)

There will be quizzes throughout the semester and normally given on Monday. Each is on the chapter reading for that week and will be administered in class prior to that week's chapter lecture. This is to encourage you to read the chapter in advance and to be prepared. The two lowest grades will be dropped in this grading. See below for dates.

2. Exams (30%)

There will be three exams; each is worth 100 points. The first will cover chapters 1, 5, & 6 and will be worth 5% of the 30% this grade. The second will cover chapters 6, 7, & 8 and will be worth 10% of the 30% of this grade. The third exam will cover chapters 10, 11, 12, 13, 14, & 15 and will be worth 15% of the 30% this grade and will be given during the final exam time. Each exam will be multiple choice questions that must be completed in Canvas in class. See below for dates.

3. Case Studies, Activities, & Guest Speakers (35%)

On Wednesday, we will be doing either a Case Study, an Activity from the chapter, or having a Guest Speaker. Which one will be announced in class in advance of the class. At the beginning of the semester we will organize into groups of 3-4 students each that will work on the SWOT Analysis project, and these Wednesday activities. These are the various Wednesday events options:

1) There are Case Studies at the end of each chapter in the textbook. You are to read the cases in their entirety and answer the questions that are associated with the case. You will be in groups of approximately 5 students and will discuss together the Case Study and answer the questions in the case study. In addition, each group will answer these questions: Who are the Key Players? What are the important factors? What is the root issue and why? At the beginning of each class we will either see a video or read and talk about the case. Then the students will break up into the groups of approximately three students each and answer the questions. Each week, during the last 15 minutes of the class period, one of the groups will discuss their answers and all members of the group will speak.

2) We will have an activity or self-assessment exercise and written paper. We'll begin the class with a 5-7 minute video from www.thebibleproject.com that will cover the topics similar to the chapter that week. We'll briefly discuss it and how it related to the topic. Then, each student will do the Self-Test or Self-Learning exercises in the chapter individually. Record your results and prepare a paper of 400 words by discussing what you discovered or learned about the material and how you can use this information. Include the results of the Self-Test. This paper will be submitted in Canvas by Thursday evening 11:59pm that same week.

3) We will have 4 Guest Speakers on various Wednesdays throughout the semester who are business owners and entrepreneurs. They will discuss their business, its development, and the role that God has played in it.

Each student will write a paper at least 400 words and submit it in Canvas by Thursday evening at 11:59PM that same week. This paper will talk about the key points of each Case Study, Activity, or the Guest Speaker. This paper will demonstrate critical thinking and understanding of the material.

4. SWAT Analysis (15%)

During the Fall Break we will have no class to allow the student to research a business and prepare a SWAT analysis of that business. You will do this in the same 3-4 student groups that we're using for the normal Wednesday Case Studies. Then during the class time after the Fall Break, each group will make a 10-minute presentation on their findings and conclusions. Each member of the group will talk and present a portion of the material. Then the presentation paper and material will be submitted

to be graded, in addition to the presentation. This exercise is to learn creative and analytical thinking.

5. Class Participation (10%)

This course involves a great deal of discussion to supplement readings and lectures. You are expected to treat others with respect and civility. You are expected to engage in classroom dialogue in an appropriate manner. Be an active listener. Classroom discussions are to be considered privileged information, as such all discussion is confidential. I ask that you be considerate of your fellow classmates in all circumstances. Behaviors which impede another students' ability to focus and learn are not acceptable.

Week	Class Dates Monday	Learning Activity Description	Readings and Class Assignments
1	Aug 19, 2019	Chapter 1 - Introduction - Innovative Management for a Changing World	1. Read Syllabus prior to first class. 2. Read Chapter 3. Chapter Quiz
2	Aug 26, 2019	Chapter 5 -Planning - Managerial Planning and Goal Setting	1. Read Chapter 2. Chapter Quiz 3. Case Studies 4. Assessments
3	Sep 2, 2019	Chapter 6 - Planning - Managerial Decision Making	1. No Class on Monday 2. Read Chapter 3. Chapter Quiz 4. Case Studies
4	Sep 9, 2019	Chapter 6 - Planning - Managerial Decision Making	1. Review 2. Exam #1 on chapters 1, 5, & 6
5	Sep 16, 2019	Chapter 7 - Organizing - Designing Adaptive Organizations	1. Read Chapter 2. Chapter Quiz 3. "Guest Speaker"
5	Sep 23, 2019	Chapter 8 - Organizing - Managing Change and Innovation	1. Read Chapter 2. Chapter Quiz 3. "Who Moved My Cheese?" 4. Assessments
6	Sep 30, 2019	SWAT Analysis and Report from Chapter 5 p199 "Group Learning"	
7	Oct 7, 2019	Group Presentations: SWAT Analysis and Report from Chapter 5 p199 "Group Learning"	
8	Oct 14, 2019	Chapter 9 - Organizing - Managing Human Resources and Diversity	1. Read Chapter 2. Chapter Quiz 3. Whats your personality color? 4. Assessments
9	Oct 21, 2019	Chapter 10 - Leading -Understanding Individual Behavior	1. Read Chapter 2. Chapter Quiz 3. "Guest Speaker"
10	Oct 28, 2019	Chapter 10 - Leading -Understanding Individual Behavior	1. Review 2. Exam #2 on Chapters 7, 8, & 9
11	Nov 4, 2019	Chapter 11 - Leading - Leadership	1. Read Chapter 2. Chapter Quiz 3. "Guest Speaker"

Week	Class Dates Monday	Learning Activity Description	Readings and Class Assignments
12	Nov 11, 2019	Chapter 12 - Leading - Motivating Employees	1. Read Chapter 2. Chapter Quiz 3. Case Studies 4. Assessments
13	Nov 18, 2019	Chapter 13 - Leading - Managing Communication	1. Read Chapter 2. Chapter Quiz 3. "Guest Speaker"
14	Nov 25, 2019	Thanksgiving Break!	
14	Nov 25, 2019	Chapter 14 - Leading - Leading Teams	1. Read Chapter 2. Chapter Quiz 3. Case Studies 4. Assessments
15	Dec 2, 2019	Chapter 15 - Controlling - Managing Quality and Performance	1. Read Chapter 2. Chapter Quiz 3. Case Studies 4. Assessments
16	Dec 9, 2019	Final Exam (Chapters 10, 11, 12, 13, 14, & 15)	

Tentative Course Schedule

Course Expectations

Participation - Classroom participation is essential to the educational process. It is vital to your understanding of the course material, and to your overall performance. It is also a student responsibility. Class participation is generally defined as regular class attendance, proper class preparation, completing assignments and activities in a timely manner, completing assignments in the format requested, and participating in discussions. Participation also refers to regular monitoring of and responding to electronic contact by professors via email, CANVAS, or other means. There are no 'excused absences.' However, I do understand that life happens and can cause conflicts. It is your sole responsibility to communicate with me prior to class and obtain class notes from your fellow students.

Readings - Readings from required texts and supplemental readings will be assigned for this course. It is expected that you read the assigned chapters, articles, or books before class. We will be discussing these readings in class. When reading your assignments, please consider the following four questions:

1. What is the general essence of the reading?
2. How does this apply to your understanding of leadership?
3. How does this apply to daily life?
4. What questions remain with you after you have completed this reading?

Assignments - In-class assignments will be collected during class. All other assignments will be submitted through CANVAS and are due at 11:59 pm on the due date. Refer to the assignment listing at the end of the syllabus for more details. All assignments should be type-written, 1-inch margins, Times New Roman (12 pt.). **Late work will not be accepted.**

Right to Revise a Syllabus - A syllabus is required for every class and will be distributed at the beginning of each semester. Faculty reserve the right to revise the course syllabus as needed. Should a major change or update occur in the syllabus (e.g. moving a specified test date, specifying the requirements of an assignment, etc.) the specific change will be announced at least a week in advance of any activity due. Check the date at the end of the Syllabus for the current version.

Attendance and Academic Integrity - The attendance policy for this course is consistent with CCU's requirements for a 3 credit hour class. Since this class meets three times per week, you will receive a grade of FA (failure due to absence) if you are absent for more than six class periods. Likewise, policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook.

Disabilities and Special Accommodations - Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).

Date: May 26, 2019