



Course Outline

Business 110

Introduction to Management

45.0 Hours

3.0 Credits

Prepared by _____

Date: September 6, 2016

Brian Paul, Instructor, Business Administration Program

Approved by _____

Date: _____

Margaret Dumke, Dean, Applied Science and Management

YUKON COLLEGE

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This course outline was prepared by Brian Paul on September 6, 2016.

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Introduction to Management

Instructor:	Brian Paul, M.Sc., MBA		
Office Location:	Room #A 2412 - Ayamdigut Campus		
Office Hours:	09:00 - 12:00, Monday 13:00 - 14:30, Tuesday and Thursday 09:00 - 12:00 & 13:00 - 16:00, Wednesday 13:00 - 16:00, Friday (or by appointment)		
Telephone Numbers:	668-8756 (Ayamdigut) 667-6763 (Home) 668-8890 (FAX - Ayamdigut) E-Mail: bpaul@yukoncollege.yk.ca (Ayamdigut) bpaul@northwestel.net (Home)		
Course Length:	45.0 hours (1.5 hrs/day; 2 days/week; 15 weeks)		
Course Days:	Mon / Thur	Course Time:	12:30 - 14:00, Monday 10:30 - 12:00, Thursday
Class Room #:	A 2206	Lab Room #:	N/A

Course Description:

Introduction to Management is an introductory course that surveys the field of management in an international - but primarily North American - context. Various aspects of management theory will be examined and linked to current management practice in Canada and abroad.

This course has been organized in the past around the management process (or management functions) framework presented in most introductory textbooks. The instructor has taken a different approach in recent years and has organized the course around the principal chapters in *What Management Is and Why It's Everyone's Business* by Joan Magretta. The intent of this approach is to develop a clearer understanding of what management is and how it is manifested in organizations than might be possible by examining the theoretical framework presented in most introductory management texts.

Magretta's book is more a management primer than a conventional, introductory textbook, and it is organized into the following sections:

Part One - Design (i.e. Why People Work Together and How)

Value Creation

- the animating principle of modern management (and management's chief responsibility)

Business Models

- how organizations go about creating value for their stakeholders

Strategy

- how organizations achieve (and sustain) competitive advantage

Organization

- how organizations determine their size, scope and overall structure

Part Two - Execution (i.e. Making It Happen)

Facing Reality

- which numbers matter, and why

The Real Bottom Line

- organizational mission and the measurement of performance

Betting On the Future

- why organizations need to innovate

Delivering Results

- how organizations go about setting priorities

Managing People

- which values are important, and why

Using Magretta's book as a framework, the instructor would like to discuss as much current management theory (and as many current applications) as possible without compromising the basic theory that is fundamental to the course. The instructor will attempt to place some emphasis in this introductory course on practical solutions to common managerial problems.

There is no doubt that some fundamental material has been excluded from Joan Magretta's book to make it more concise (and readable). Some of this excluded material should certainly be discussed in an introductory management course, and the instructor will attempt to introduce this excluded (i.e. supplementary) material as it fits into the principal chapters of Magretta's book.

One characteristic of popular management books - and most management texts - is that the examples used in these books "stale date" rather quickly. ***What Management Is*** has been used in the introductory management course at Yukon College since 2004 and much has happened to the "example" organizations over the past decade. However, the book was re-issued with a new preface in December 2012 and the instructor believes the book is still very relevant.

Course Goals / Learning Objectives:

- 1) The goal of the instructor, in very broad terms, is to convey to the student the importance - and the personal relevance - of a career in management. By the end of the course, students should know something of the basics of managerial science and should exhibit a good understanding of current management issues.
 - 2) Students should be able to diagnose and recommend solutions to a variety of managerial and organizational problems, which they will demonstrate through the submittal of a case report - written in effective and appropriate English - towards the end of the course.
 - 3) Students will develop their decision-making and human relations skills by managing a simulated business in a small group setting.
 - 4) Students will demonstrate their time management skills by meeting deadlines and submitting assignments on time.
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Course Prerequisites:

This course has no prerequisites.

As in all management courses, the more supervisory and organizational experience a student has, the more relevant the course will probably be.

Course Format:

As discussed, the course will be developed around the chapters in ***What Management Is - How It Works and Why It's Everyone's Business*** by Joan Magretta (and Nan Stone). The instructor will proceed on the assumption that students have kept abreast of the assignment materials for each session.

As described earlier in this outline, the instructor will review most of the material in the assigned readings, but will be adding a substantive amount of supplemental material. The emphasis for examination purposes will be on material covered during the classroom sessions. The course will be delivered using a combined format of lectures and the occasional classroom exercise. Students should note that there will be a comprehensive case study on the final examination.

A management simulation, ***The Marketing Game ! (Third Edition)***, will form an integral part of the course. Students will be responsible for making decisions and submitting them to the instructor on a weekly basis. Students will not be able to fully access the management simulation in the College computer labs (as was the case in previous years), but instead, will be required to submit their decisions in the form of an EXCEL worksheet.

Course Requirements:

Attendance and Participation

Regular student attendance and participation is essential. The material covered in the classroom will be cumulative in nature, and missing classes will tend to put a student "out of sync" in ways that won't be entirely evident until an assignment or examination comes due. The instructor will be introducing and discussing in the classroom a number of introductory management concepts that are not expressly covered in the assigned readings.

If you must miss a class, please let the instructor know - a makeup class can sometimes be arranged, or classroom handouts collected. Excused absences are viewed more favourably by the instructor when the time comes to compile final course grades.

Assignments

The main requirement for the one case assignment in the course is that it be submitted on the due date. Late assignments will have ten percent (10%) deducted for every day they are late. Unless prior arrangements are made with the instructor, or the instructor indicates otherwise, all assignments will be word processed.

Examinations

Rewrites of the final examination may be allowed under certain conditions. If a student does poorly on the final examination, such that he or she fails the course, the instructor may allow the student to rewrite the final examination. Under no circumstances will a student be allowed to rewrite a final examination if that student has failed the term work component of the course.

Academic and Student Conduct

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations:

http://www.yukoncollege.yk.ca/downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf

Plagiarism

Plagiarism is a serious academic offence. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may result in dismissal from a program of study or the college.

Plagiarism involves presenting the words of someone else as you own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and to document sources from which they have taken material. Whenever the words, research, or ideas of others are directly quoted or paraphrased they must be documented according to standard procedures (APA or MLA). Re-submitting a paper for which you have previously received credit is also an academic offence.

Yukon First Nations Core Competency

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see

www.yukoncollege.yk.ca/yfnccr.

Academic Accommodation

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he or she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

Evaluation:

A final grade for this course will be assigned on the following basis:

Class Participation	5 - 10%
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This includes attending class, listening in the classroom, questioning, clarifying remarks, participating in exercises, and supporting class members.

Management Simulation 20 - 30%

The management simulation will run for almost the entire semester. Students will be evaluated using a number of criteria, and marks will be assigned on the basis of the students' relative ranking.

Assignments / Cases 10 - 20%

There will be one case assignment, worth from 10 to 20%.

Quiz 5%

A short, 20- to 30-minute quiz will be held during the regular class session on October 17, 2016.

Term Test 15 - 20%

The mid-term examination will consist of a short answer section, and an essay section. It will be held during the regular class session on October 31, 2016

Final Examination 25 - 35%

There will be a short answer section, an essay section, and a case study on the final examination.

Total: 100%

Students will be asked to make a decision with respect to the weighting of their marks. For example, students who do very well on written assignments, and less well on examinations, might wish to have the following weighting:

Participation 10 / Management Simulation 25 / Case 20 / Quiz 5 / Term Test 15 / Final 25

Required Textbook:

Magretta, J. and Stone, N. (2012): ***What Management Is - How it Works and Why It's Everyone's Business***: The Free Press, 244 pp.

The preceding textbook is available from the Yukon College bookstore - the book is priced at \$28.46 at Amazon.ca, before shipping and GST (see the following link):

http://www.amazon.ca/What-Management-Is-Everyones-Business/dp/0743203194/ref=tmm_hrd_title_0

The first edition of the text - the one with the blue cover - is identical to the most recent version with the exception of the author's preface.

A Kindle edition of the text can be downloaded from Amazon.ca for \$19.99 (you will need a Kindle app - see the link near the top of the page on the Amazon site):

http://www.amazon.ca/What-Management-Is-Joan-Magretta-ebook/dp/B00850RFNW/ref=kinw_dp_ke

One copy of *What Management Is* has been placed on two-hour reserve in the Yukon College Library.

Supplementary Textbooks / Internet Resources:

Supplementary textbooks covering a range of management topics are available in the Yukon College Library. If you are looking for a book or magazine article on a specific topic, the instructor should be able to steer you in the right direction.

The internet resources relating to management are virtually unlimited. There is no internet site tied directly to Joan Magretta's book, but the instructor may be referencing various other sites as the course progresses.

A course web page has been set up in MyYC. The instructor anticipates that the course web page will serve mainly as a repository for the course materials handed out in class. Content will be added to the web page as course progresses.

Required Supplies:

No special materials are required to complete this course. A flash drive containing an EXCEL worksheet will be provided to each of the companies participating in the management simulation.

Proposed Syllabus:

Class	Date	Text: Pages	Topic
1	09/08/16		Introduction to the Course
2	09/12/16	1 - 16	Management - The Universal Discipline
3	09/15/16	1 - 16	Management - The Universal Discipline
	09/16/16		Last Day To Register In Fall Semester Courses
4	09/19/16		Introduction to the Management Simulation
5	09/22/16	19 - 42	Value Creation

Class	Date	Text: Chapters	Topic
6	09/26/16	19 - 42	Value Creation
7	09/29/16	19 - 42	Value Creation
	09/30/16		Management Simulation - Trial Period Decisions Due
8	10/03/16	43 - 70	Business Models
9	10/06/16	43 - 70	Business Models
	10/07/16		Management Simulation - 1st Period Decisions Due
	10/10/16		No Class (Thanksgiving Day Holiday)
10	10/13/16	43 - 70	Business Models
	10/14/16		Management Simulation - 2nd Period Decisions Due
11/12	10/17/16	19 - 42	Corporate Social Responsibility (CSR) ¹
13	10/20/16	71 - 93	Business Strategy
	10/21/16		Quiz (5%)
	10/21/16		Management Simulation - 3rd Period Decisions Due
14	10/24/16	71 - 93	Business Strategy
15	10/27/16	94 - 115	Organization Design
	10/28/16		Management Simulation - 4th Period Decisions Due
16	10/31/16		Mid-Term Examination ²
			Marks Weighting Due
17	11/03/16	94 - 115	Organization Design
	11/04/16		Management Simulation - 5th Period Decisions Due
18	11/07/16	94 - 115	Organization Design

Class	Date	Text: Chapters	Topic
19	11/10/16		Case Report Preparation
			Last Day To Withdraw From Fall Semester Courses Without Academic Penalty
	11/11/16		Management Simulation - 6th Period Decisions Due
			Remembrance Day Holiday
20	11/14/16	94 - 115	Organizational Design
21	11/17/16	94 - 115	Organizational Design
		116 - 128	The Numbers That Matter (And Why)
	11/18/16		Management Simulation - 7th Period Decisions Due
22/23	11/21/16	116 - 128	The Numbers That Matter (And Why) ³
24	11/24/16	129 - 148	Organization Mission and Measures
	11/25/16		Management Simulation - 8th Period Decisions Due
25	11/28/16	149 - 173	Innovation
26	12/01/16	174 - 193	Organizational Focus and Priorities
	12/02/16		Management Simulation - 9th Period Decisions Due
27	12/05/16	194 - 213	Managing People (A Lead-In to BUS 303)
28	12/08/16		Management Simulation - Debriefing ⁴
	12/15/16		Final Examination (Date To Be Confirmed)

Notes:

- ¹ **Please note the extended class on Monday, October 17. This class will run from 12:30 pm to 2:30 pm or 3:00 pm to accommodate the screening of a documentary movie on the topic of corporate social responsibility.**
- ² **Please note the two-hour class on Monday, October 31. This class will run from 12:30 pm to 2:30 pm to allow for a two-hour, mid-term examination.**

- ³ Please note the three-hour class on Monday, November 21. This class will run from 12:30 pm to 3:30 pm.**
- ⁴ The final class on Thursday, December 8 may have to be extended to two hours to accommodate the group presentations.**