

## Washtenaw Community College Comprehensive Report

### BMG 230 Principles of Management Effective Term: Winter 2025

#### Course Cover

**College:** Business and Computer Technologies

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 230

**Org Number:** 13210

**Full Course Title:** Principles of Management

**Transcript Title:** Principles of Management

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Other:**

**Rationale:** Master Syllabus prep for Canvas update.

**Proposed Start Semester:** Fall 2024

**Course Description:** In this course, students will be introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem solving will be explored.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

#### General Education

#### Request Course Transfer

**Proposed For:**

Eastern Michigan University  
 Ferris State University  
 Grand Valley State University  
 Jackson Community College  
 Kendall School of Design (Ferris)  
 Lawrence Tech  
 Michigan State University  
 Oakland University  
 University of Detroit - Mercy  
 University of Michigan  
 Wayne State University  
 Western Michigan University  
 College for Creative Studies

**Student Learning Outcomes**

1. Identify basic management concepts and principles that promote organizational success.

**Assessment 1**

Assessment Tool: Outcome-related exam questions  
 Assessment Date: Winter 2026  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Answer key  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

2. Create a skill development plan based on self-assessment of management-related skills.

**Assessment 1**

Assessment Tool: Outcome-related skill development assignments  
 Assessment Date: Winter 2026  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Departmentally-developed rubric  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations.

**Assessment 1**

Assessment Tool: Outcome-related case dilemmas  
 Assessment Date: Winter 2026  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Departmentally-developed rubric  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

**Course Objectives**

1. Identify the functional areas of business as well as how managers respond and react internally and externally.
2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges facing today's managers.

4. Analyze current trends in management philosophies.
5. Explore a variety of management styles in action (applied).
6. Identify the daily tasks and responsibilities of managers.
7. Identify the differences among the levels of management (i.e. responsibilities and skill levels).
8. Discuss ethics in the workplace as well as the difference between an ethical lapse and an ethical dilemma.
9. Develop communication, decision-making, digital, interpersonal and delegation skills.
10. Outline the basic steps in planning.
11. Identify mission statements and define the role they play in guiding an organization's plans.
12. Define goals and objectives as well as the role they play in an organization's planning process.
13. Identify and apply appropriate decision-making tools to situations and apply management tools like SWOT and Porter's Five Forces.
14. Describe the role of organizing in meeting the goals and objectives of an organization.
15. Identify how to divide and clarify job activities of employees within a work unit.
16. Apply organizing concepts such as chain of command, responsibility and authority to organizational structures.
17. Identify the advantages and disadvantages of different organizational structures.
18. Identify how understanding organizational behavior relates to effective management of teams, individuals and the organization to meet goals and objectives.
19. Distinguish between management and leadership and describe the changing requirements for leadership in today's organizations.
20. Compare and contrast leadership theories.
21. Analyze different applications of leadership.
22. Correlate the relationship between planning and controlling.
23. Outline the controlling process.
24. Learn to develop and apply a variety of controls.

## New Resources for Course

### Course Textbooks/Resources

Textbooks

WCC. *Principles of Management at WCC*, 1st ed. OER, 2020

Manuals

Periodicals

Software

### Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Jennifer Maitland</i>	<i>Faculty Preparer</i>	<i>Feb 17, 2024</i>
<b>Department Chair/Area Director:</b> <i>Joyce Jenkins</i>	<i>Recommend Approval</i>	<i>Feb 19, 2024</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Feb 24, 2024</i>
<b>Curriculum Committee Chair:</b> <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Sep 24, 2024</i>
<b>Assessment Committee Chair:</b> <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Sep 30, 2024</i>
<b>Vice President for Instruction:</b>		

*Brandon Tucker*

*Approve*

*Oct 11, 2024*

## Washtenaw Community College Comprehensive Report

### BMG 230 Principles of Management Effective Term: Fall 2022

#### Course Cover

**College:** Business and Computer Technologies

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 230

**Org Number:** 13210

**Full Course Title:** Principles of Management

**Transcript Title:** Principles of Management

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Outcomes/Assessment**

**Rationale:** Learning outcomes updated to reflect a broader scope. For example, one LO is to complete an individual SWOT - this is more of an objective.

**Proposed Start Semester:** Winter 2022

**Course Description:** In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem solving will be explored.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

#### General Education

## **Request Course Transfer**

### **Proposed For:**

Eastern Michigan University  
 Ferris State University  
 Grand Valley State University  
 Jackson Community College  
 Kendall School of Design (Ferris)  
 Lawrence Tech  
 Michigan State University  
 Oakland University  
 University of Detroit - Mercy  
 University of Michigan  
 Wayne State University  
 Western Michigan University  
 College for Creative Studies

## **Student Learning Outcomes**

1. Identify basic management concepts and principles that promote organizational success.

### **Assessment 1**

Assessment Tool: Outcome-related questions on multiple-choice exams  
 Assessment Date: Fall 2023  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Answer key  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

2. Create a skill development plan based on self-assessment of management-related skills.

### **Assessment 1**

Assessment Tool: Outcome-related skill development assignments based on self-assessment  
 Assessment Date: Fall 2023  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Departmentally-developed rubric  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations

### **Assessment 1**

Assessment Tool: Outcome-related case dilemmas  
 Assessment Date: Fall 2023  
 Assessment Cycle: Every Three Years  
 Course section(s)/other population: All sections  
 Number students to be assessed: All students  
 How the assessment will be scored: Departmentally-developed rubric  
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.  
 Who will score and analyze the data: Departmental faculty

## **Course Objectives**

1. Identify the functional areas of business as well as how managers respond and react internally and externally.

2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges facing today's managers.
4. Analyze current trends in management philosophies.
5. Explore a variety of management styles in action (applied).
6. Identify the daily tasks and responsibilities of managers. Identify the differences among the levels of management (i.e. responsibilities and skill levels). Discuss ethics in the workplace as well as the difference between an ethical lapse and an ethical dilemma.
7. Students will be introduced to and begin to develop communication, decision-making, digital, interpersonal and delegation skills.
8. Outline the basic steps in planning.
9. Identify mission statements and define the role they play in guiding an organization's plans.
10. Define goals and objectives as well as the role they play in an organization's planning process.
11. Identify and apply appropriate decision-making tools to situations and apply management tools like SWOT and Porter's Five Forces.
12. Conceptualize the role of organizing in meeting the goals and objectives of an organization.
13. Identify how to divide and clarify job activities of employees within a work unit.
14. Apply organizing concepts such as chain of command, responsibility and authority to organizational structures.
15. Identify the advantages and disadvantages of different organizational structures.
16. Identify how understanding organizational behavior relates to effective management of teams, individuals and the organization to meet goals and objectives.
17. Distinguish between management and leadership and describe the changing requirements for leadership in today's organizations.
18. Compare and contrast leadership theories.
19. Analyze different applications of leadership.
20. Correlate the relationship between planning and controlling.
21. Outline the controlling process.
22. Learn to develop and apply a variety of controls.

## New Resources for Course

### Course Textbooks/Resources

Textbooks  
Manuals  
Periodicals  
Software

### Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Dec 14, 2021</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Dec 15, 2021</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jan 06, 2022</i>
<b>Curriculum Committee Chair:</b> <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Feb 22, 2022</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Feb 23, 2022</i>

**Vice President for Instruction:**

*Kimberly Hurns*

*Approve*

*Feb 23, 2022*



## Washtenaw Community College Comprehensive Report

### BMG 230 Principles of Management Effective Term: Winter 2019

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 230

**Org Number:** 13210

**Full Course Title:** Principles of Management

**Transcript Title:** Principles of Management

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Course title**

**Course description**

**Outcomes/Assessment**

**Rationale:** change course title to align with title used at other institutions in order to increase articulation

**Proposed Start Semester:** Winter 2019

**Course Description:** In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem-solving will be explored. This course contains material previously taught in BMG 208 and BMG 230. The title of this course was previously Management Skills.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

#### General Education

## **Request Course Transfer**

### **Proposed For:**

## **Student Learning Outcomes**

1. Identify basic management concepts and principles that promote organizational success.

### **Assessment 1**

Assessment Tool: Multiple choice exam

Assessment Date: Fall 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Complete an individual SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and apply course concepts to develop a skill development plan

### **Assessment 1**

Assessment Tool: Student portfolio

Assessment Date: Fall 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations

### **Assessment 1**

Assessment Tool: Comprehensive case study

Assessment Date: Fall 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

## **Course Objectives**

1. Identify the functional areas of business and how managers respond and react internally and externally.
2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges of today's managers.
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6. Identify the daily tasks and responsibilities of managers. Identify the differences among the levels of management (i.e. responsibilities and skill levels). Discuss ethics in the workplace and the difference between an ethical lapse and an ethical dilemma.
7. Students will be introduced to and begin to develop communication, decision-making, digital, interpersonal and delegation skills.
8. Outline the basic steps in planning.
9. Identify mission statements and define the role they play in guiding an organization's plans.

10. Define goals and objectives and the role they play in an organization's planning process.
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18. Compare and contrast leadership theories.
19. Analyze different applications of leadership.
20. Correlate the relationship between planning and controlling.
21. Outline the controlling process.
22. Learn to develop and apply a variety of controls.

## **New Resources for Course**

### **Course Textbooks/Resources**

#### Textbooks

Bateman, Snell, Konopaske. *Management*, 5th ed. McGraw Hill, 2018

#### Manuals

#### Periodicals

#### Software

### **Equipment/Facilities**

Level III classroom

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Colette Young</i>	<i>Faculty Preparer</i>	<i>May 16, 2018</i>
<b>Department Chair/Area Director:</b> <i>Julianne Davies</i>	<i>Recommend Approval</i>	<i>May 26, 2018</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>May 29, 2018</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Jul 19, 2018</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Jul 22, 2018</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Jul 26, 2018</i>