

MGMT5000.98: SURVEY OF MANAGEMENT AND MARKETINGDesire2Learn Course Syllabus

Instructor: Dr. Vaidotas Lukosius

eLearn email: vlukosius
 Class Hours and location: eLearn

AWC Campus Contact Information	Office hours
Office #: K-401	T 12:00 – 2:40PM via eLearn (virtual hours)
Phone: (615) 963-7128	W 10AM – 2PM
Secretary: (615) 963-7123	R 12 :40 – 2:40PM and 4:05 – 5:30PM

Course Description:

This course covers concepts found in principles of management, operations management and marketing. Topics will be selected in those areas that enable students to do advance work in these fields of study.

Course Learning Objectives:

The three primary objectives of the course are:

1. To gain factual knowledge of general and operations management, and marketing terminology, concepts and definitions, building a knowledge base of business terminology;
2. To learn fundamental general and operations management, and marketing principles and generalizations, connecting facts, and understanding relationships between concepts;
3. To develop or enhance skill in expressing oneself orally and in writing — developing effective oral and written communications.

Thus, students completing this course should:

- understand the basic concepts and methods of management (3 basic levels) and marketing (i.e. four P's, targeting specific markets);
- understand the role of marketing from a managerial standpoint and its relationship to the other functional areas of business;
- Explain the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy.
- Explain the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy;
- understand basic management practices and that human resources can be a strong asset.;
- understand how firms identify, “create” and satisfy customer needs;
- know how managers communicate information about goods and services to prospective buyers;
- know how marketers make goods and services available at times and places that meet customers' needs.

This course is offered on-line, over the Internet, using the Internet and the World Wide Web, using publishing technology provided by *eLearn* and *Tennessee State University*. Online participation is expected and continuous throughout the course. Failure to turn in assignments by the date due, or timely participation in online dialogues, may result in the student being withdrawn from the course. Emergencies should be communicated and documented to the instructor as soon as possible. Students are expected to read the assigned texts and lecture each week and login to the class dialogue thread, as well as posting at least one message per current week (per dialogue topic) to each of the threads provided in the dialogue area. Active participation in the course will guide students in studying for the exams and in researching for the scholarship. The instructor will facilitate online dialogues in the dialogue room by responding to posted messages. See "**Ground Rules for On-line Participation**" for additional information.

A class week is defined as the period of time between Monday and Sunday. On Week 15 the course will end **Thursday (12/06/2012)** at midnight. Dialogue assignments scheduled for completion during a class week should be submitted or posted by the weekly due dates stated on the grading schedule. Assigned papers may NOT be submitted via email, unless arrangements are made with the instructor beforehand. If you ever have problems posting assignments, contact the help desk or contact me at 615-963-7128 and we will resolve the problem.

Ground Rules for On-line Participation

1. Students should use email for any discussion of grades, private messages to the instructor and other students. Emails should include proper "subject" and signature lines with contact information.
2. The Class Dialogue is for assignment submissions and interacting with cohorts, so we may see what each other has to say about any given topic, and to respond if desired. This is where all assignments will be posted. Assignments must be posted as an attachment to preserve the document's format.
3. Students are expected to participate in on-line dialogues, and answer questions when posed by the instructor. They are also expected to participate in additional online activities including sending/receiving email as needed and navigating and conducting research over the World Wide Web.
4. All assignments must be written in a readable font type and size: Times New Roman 12-pt, double spaced.
5. All students will observe conventions of "online etiquette" when communicating on-line, which includes courtesy to all users. Students will agree to adhere to Faculty Expectations outlined upon course startup.
6. Assigned papers may also be submitted via the postal service, email or fax only if arrangements are made with the instructor beforehand.
7. All assignments are to be posted in the Dialogue thread, in the week they are due. There will be no resubmission of any assignment after the due date unless specifically requested by the instructor.

Levels of Communication

We will be using a minimum of two levels of communication in this course, one formal, and the other informal. Assignments should be formatted as if you are communicating with a client. There are no penalties for misspellings, incomplete sentences, or other violations of grammatical rules as long as the intent of the message is clear. Emails are a more formal form of communication in that you must include proper subject and signature lines. If I do not know who the sender is, your email will be deleted without having been read. Clearly label attachments, e.g. "John Doe Week 2 Dialogue 1" or "W2D1", or they will not be opened due to the risk of viruses, etc.

Dialogue postings are informal, but for assignments internal and source citations are still paramount. There are no penalties for misspellings, incomplete sentences, or other violations of grammatical rules as long

as the intent of the message is clear. The criterion to be met in dialogue postings is that your messages must be original and intelligible; assignments should be submitted in the dialogue threads both in the message body and as an attachment in MS Word format. You must communicate effectively. In addition, you must meet the weekly requirements for full credit on dialogue room assignments.

Textbook

Studying the assigned textbook is critical to your success in this course. You may also use this textbook as a desk reference once you complete this course. Therefore, you are required to purchase the textbook.

Mandatory: Foundation in General and Operations Management, and Marketing Custom Book. ISBN: 9781121174238.
Get your e-book here: <https://create.mcgraw-hill.com/shop/>

Mandatory: Subscription or access to one of the following resources: Wall Street Journal, Financial times, or Business Week. You may want to check with our library to see what is available.

Note: The instructor is unaffiliated with either the author or the publisher of the textbook or the magazine. Thus, the instructor has no financial stake in your purchase of the textbook or subscription to the journal.

Grading Policy and Grading Scale

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>
Management Examination	10%
Operations Management Examination	10%
Marketing Examination	10%
Cases, Problems, Net Savvy	30%
4 Dialogues @ 5 each	20%
Term paper with Presentation	20%
Total	100%

Each student is responsible for:

- Completing weekly reading assignments;
- Completing dialogue questions in the on-line dialogue;
- Interacting weekly with cohorts in the current dialogue threads, answering questions when posed by the instructor;
- Completing all assignments;
- Completing quizzes;
- Completing the midterm and the final examination;
- Completing term paper and electronic presentation with voice-over.

Grading Scale

A = 90+, B=89.9-80.0, C=79.9-70.0, D=69.9-60.0, F=59.9 or less

All examinations will consist of combination of multiple choice and short essay questions. Each of the 12 quizzes will be multiple choice but they are not graded. The instructor will not administer individual make-up exams or quizzes. If you know that you will be unable to take an exam during its scheduled time, and have university sanctioned excuse, then you may arrange to take the exam at an earlier time. Quizzes will be made available starting Monday at 0:01AM and closing on Sunday at 11:59PM.

Dialogues

In order to earn five points for each dialogue, a student will have to make an original posting and AT LEAST two responses. In total, a student will have to submit his/her posting **plus** two comments/critiques of posts by any other student or instructor. The last day to post your original posting is on Thursdays, by midnight and the last day to leave your comments/critiques is on Sundays, by midnight. Here is how dialogues will be graded:

Dialogue Grade	<i>Criteria for Online Postings</i>
5	Assignment is posted in the dialogue thread on time, and is concise and legible. Assignment provides sufficient depth to cover the topic, with APA citation and sources provided as appropriate. Meaningful participation and interaction with other students/instructor is present. Assignment posted as an attachment and as plain text.
3	Assignment is posted but is incomplete, answers lack sufficient depth to cover the topic, is not concise and legible. APA citations and sources are not provided when required and/or meaningful participation and interaction with other students/instructor is absent. Overall the assignment is well done with only minor corrections needed.
1	Assignment is posted but is incomplete, lacks sufficient depth to cover the topic, is not concise or legible. APA citations and sources are not provided when required, and/or meaningful participation and interaction with other students/instructor is absent. The assignment needs correcting in more than one area.
0	Assignment is not posted.

Although seldom necessary, the instructor does reserve the right to alter components of a dialog as written in the syllabus, when said assignment is posted in the current week's dialogue "Assignments". Dialogue requirements, posted in the weekly dialogue "Assignments", take priority over the instructions found in the syllabus. If in doubt, follow the assignment requirements found in the weekly dialogue "Assignments", because this is what I will use to assess your work.

Term paper and Presentation

There will one individual term paper and presentation. After having chosen a topic, student must get written approval from the professor. **Only term papers with approved topics will be graded.** The paper should be complete, and where needed, well written and carefully edited for grammar and spelling. Papers with language errors will be lower graded. All papers must contain the following formatting: 12 point font, 1" margins, double-spaced, with page numbers, and, where appropriate, with sub-headings. The term paper is **due on November the 28th** by midnight via drop-box only. Additionally, students will have to create a presentation with voiceover.

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. Dialogue postings deemed inappropriate will be deleted from dialogue threads. For example, comments or postings that openly chastise or criticize classmates will be removed. Due to privacy laws topics of a private nature, such as grades, should not be discussed openly in the threaded dialogues. Email your instructor instead. All Tennessee State University students, whether enrolled in a regular or online course, are responsible for behaving in a manner consistent with Tennessee State University as well as TSU College of Business code of conduct.

Final Notes

Cheating. The student handbook states: Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular institutional procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination, or to assign an F in the course. If the student believes that he or she has been erroneously accused of academic misconduct, and if his or her final grade has been lowered as a result, the student may appeal the case through the appropriate institutional procedures (Student Handbook, p. 14 for Disciplinary procedures.)

Using someone else's ideas or phrasing and representing those ideas or phrasing as our own, either on purpose or through carelessness, is a serious offense known as plagiarism. "Ideas or phrasing" includes written or spoken material, of course — from whole papers and paragraphs to sentences, and, indeed, phrases — but it also includes statistics, lab results, art work, etc. "Someone else" can mean a professional source, such as a published writer or critic in a book, magazine, encyclopedia, or journal; an electronic resource such as material we discover on the World Wide Web; another student at our school or anywhere else; a paper-writing "service" (online or otherwise) which offers to sell written papers for a fee.

(<http://webster.commnet.edu/mla/plagiarism.shtml>).

Collaboration with other students is not permitted without explicit permission from the instructor. This is a form of plagiarism. Roommates and spouses taking the same course should be particularly careful.

Students with disabilities. TSU does not discriminate on the basis of an individual's disability and complies with section 504 and Public law 101-366 (Americans with Disabilities Act) in its admissions, accessibility, treatment and employment of individuals in its programs and activities, as defined under the law, who are otherwise qualified to meet the institution's academic and employment requirements. Students needing assistance may call (615) 963-7400. It is the student's responsibility to follow the procedures outlined by TSU if accommodation is needed.

Tentative Class Schedule

<i>Week</i>	<i>Dates</i>	<i>Topics</i>	<i>Readings</i>	<i>Book Chapters</i>	<i>Code</i>	<i>Assignments</i>
1	Aug 27 – Sep 2	Introduction to the course The Management Process Today	1	1	MG Module 1	Quiz, Case
2	Sep 3 – 9	Managing Ethics and Diversity	2	3	MG Module 1	Quiz, Case
3	Sep 10 – 16	Designing Organizational Structure	3	8	MG Module 1	Quiz, Case
4	Sep 17 – 23	Motivation & Leaders and Leadership	4, 5	12, 14	MG Module 1	Quiz, Case
5	Sep 24 – 30	Planning, Strategy, and Competitive Advantage	6	6	MG Module 1	Quiz, Case
	October 1	ALL MANAGEMENT TOPICS COVERED IN MODULE 1			MG Module 1	Management Examination
6	Oct 2 – 7	Introduction to OM	7	1	OM Module 2	Quiz, Problem
7	Oct 8 - 14	Process Analysis and Design	11	4	OM Module 2	Quiz, Problem
8	Oct 15 – 21	Forecasting	8	3	OM Module 2	Quiz, Problem
9	Oct 22 – 28	Capacity Issues in Production	9	5	OM Module 2	Quiz, Problem
10	Oct 29 – Nov 4	Introduction to Inventory Control	10	13	OM Module 2	Quiz, Problem
	November 5	ALL OPERATIONS MANAGEMENT TOPICS COVERED IN MODULE 2			OM Module 2	Operations Management Examination
11	Nov 6 – 11	Value Through Marketing & Market Segmentation, Targeting, and Positioning	12, 13	1, 8	M Module 3	Quiz, Net Savvy
12	Nov 12 – 18	Understanding Consumer Behavior	14	5	M Module 3	Quiz, Net Savvy
13	Nov 19 - 25	Product Branding and Services Marketing	15	10	M Module 3	Quiz, Net Savvy
14	Nov 26 – Dec 2	Pricing & Advertising and Sales Promotion	16, 17	13, 18	M Module 3	Quiz, Net Savvy
15	Dec 3 - 6	Pulling It All Together: The Strategic Marketing Process	18	2	M Module 3	Quiz, Net Savvy
16	TBA	ALL MARKETING TOPICS COVERED IN MODULE 3			M Module 3	Marketing Examination