

SYLLABUS

Code: BUSI 298

Title: Management Analysis

Division: Business & Technology

Department: Business Management

Course Description: Students will analyze the development of long-term strategic goals and their implementation in the form of Strategic, Tactical, and Operational plans. Students will utilize their course knowledge in economics, management, human resource management, ethics and social responsibility, money and banking, business ownership, marketing, accounting, global business and computer applications in business by examining actual case studies from the business world. Students will draw their own conclusions and defend them in order to have an opportunity to apply what they have learned in their study of Business Administration.

Prerequisites: A grade of “C” or higher in BUSI 105, BUSI 205, BUSI 231, and BUSI 251.

Corequisites: -

Prerequisites or Corequisites: -

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

REQUIRED TEXTBOOK/MATERIALS:

Management Mistakes and Successes

Author: Robert F. Hartley

Publisher: Wiley, Tenth Edition

ADDITIONAL TIME REQUIREMENTS:

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Students will synthesize management information to analyze, identify solutions, and make logical decisions when solving case studies.
- Students will conduct research from various business sources to supplement their solutions.
- Students will work in self-directed work teams to determine development and presentation of solutions in the business environment.
- Students will communicate their understanding of the subject matter through written and spoken form (historical/societal analysis, critical thinking, communication, information literacy, technology literacy).

GRADING STANDARD:

Evaluation Criteria (See instructor’s addendum for specifics)

1. 15% - Case Analysis (Individual)
2. 45%- Case Analyses (Team and Individual)
3. 30% - Discussion Forums
4. 10%- Initial and Final Assessment

TOTAL 100%

SYLLABUS

- Students will individually prepare their insights to thought-provoking articles and cases related to Management situations and submit their responses online.
- Students will participate in Team Discussion Forums that provide an opportunity to share insights and analysis in determining correct management actions. Students will be asked to respond to other student's reactions and comment. They will be asked to agree or disagree and state and defend their reasons. The teams will then develop a cohesive agreement regarding the management situation.
- Students will participate in Debates regarding case situations.
- Students will update the material presented in the case through appropriate Business Internet research. A student will be appointed to facilitate the research and presentation.
- Students will be required to present their findings in an oral presentation and in writing with documented research to support their solutions individually and in groups.

94-100 -	A
90-93 -	A-
87-89 -	B+
84-86 -	B
80-83 -	B-
77-79 -	C+
70-76 -	C
65-69 -	D
64 or below -	F

Course Content:

Topics to be discussed will include through Case Analysis:

1. Planning and Controlling
2. Organization
3. Leadership and Execution
4. Entrepreneurial Adventures
5. Ethical Issues
6. Change and Crisis Management
7. Global Applications
8. Customer Relations
9. Outsourcing
10. Mergers, Acquisitions and Strategic Alliances

REQUIREMENTS FOR A GRADE OF INCOMPLETE

College policy: "An incomplete may be assigned at the discretion of course faculty for students who have documented hardship or emergency."

1. If you have completed 70% of your course requirements, you may be eligible for a grade of Incomplete.
2. You must submit an Incomplete Application form to your course instructor for his/her approval on or before the last class meeting date.

SYLLABUS

NOTE:

Case Analyses and Discussions Forums are due by the date specified by your instructor. A grade of "0" will be recorded if a test or assignment is late. Special consideration will be given provided that a legitimate excuse is submitted.

DEPARTMENT POLICIES:

Attendance and Late Policy for Students

See Instructor's Addendum regarding attendance.

Academic Integrity

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook.

The Business Management Department supports this regulation.

Brookdale E-Mail/Website

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The Instructor's Addendum is subject to change per the rights of the instructor. These changes may be communicated to you via email.

COLLEGE POLICIES:

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the STUDENT HANDBOOK AND BCC CATALOG.

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

Individual tutoring is available from the department's learning assistant on a first-come, first-serve basis. Appointments are suggested.