

**PRINCIPLES OF MANAGEMENT**  
MGT 2000  
Department of Management and Marketing  
Cotsakos College of Business  
William Paterson University of New Jersey

**Course Description**

This course introduces the basic principles, policies, problems, and successful methods of business organization and management. It emphasizes the need for managers to learn how to develop the ability to analyze, plan, coordinate, and control the varied activities of an organization. It also examines social responsibility and environmental factors affecting business policy and operation.

**Course Prerequisites**

None.

**Instructor:** Dr. Mahmoud Watad  
**e-mail:** [watadm@wpunj.edu](mailto:watadm@wpunj.edu)  
**Office:** Valley 3068

**Office Hours**

Since this is an online class, there are no formal office hours. However, the instructor will be available to answer questions and queries through email or through Blackboard.

**Text**

Williams, Chuck. Effective Management: a multimedia approach, **7th Edition**. Thompson Higher Education. You need online access to the textbook resources such as e-lectures and videos.

There are two options for getting the book. The course accommodates both of them. You may select either one. Get the Book ASAP; you may get it from University bookstore or from online sources such as the publisher website (Cengage.com)

Option 1: Hardcopy new or used

Option 2: MindTap Management for Effective Management 6 Months  
ISBN-10: 1285872037 ISBN-13: 9781285872032 Bookstore

I recommend OPTION 2. Besides getting access to the book you will also get access to publisher online material (videos, practice quizzes, etc.). For option 2, you do not need course key – select “course materials” tab (blackboard), select one of the entries and follow instructions. Note, you need to allow pop-ups in your browser

**Course Objectives**

The primary goal of this course is to introduce the basic tenants of management theory and explain the interactive nature of the management process, in order to prepare students for more advanced business management courses. Specific objectives are as follows:

- ◆ To define the various roles, functions, and levels of management

- ◆ To present a review of major management theories and the evolution of the discipline
- ◆ To define the basic stakeholder groups and their expectations
- ◆ To develop critical thinking, research, oral and written communication skills
- ◆ To promote an understanding of how organizations create value
- ◆ To demonstrate how course topics build on one another to create integrated knowledge

### **Learning Outcomes**

Upon completing the course, students will be able to:

- ◆ Relate management theory to other parts of their lives
- ◆ Develop a management vocabulary and explain basic management principles
- ◆ Acquire knowledge of the major theories in the field
- ◆ Explain basic management principles
- ◆ Develop a broader global perspective
- ◆ Read and explain the content of articles from a secondary source
- ◆ Work to research and present a major project
- ◆ Critically evaluate the impact of environments on organizations
- ◆ Explain the ethical implications of management decisions

### **Teaching Methods/Expectations**

*Readings, PowerPoint, and Lectures:* The lessons will be posted online using Blackboard. Each lesson will contain a set of readings and learning outcomes along with a set of questions for you to think about. In addition to reading the required text, you can examine a set of PowerPoint slides, and visit the publisher website for additional audio and video resources.

*Discussion Boards:* Each lesson will be associated with a discussion forum that will ask you to reflect on the readings in specific ways. You will be expected to make at least one *substantive* post on each forum and make at least one brief comment to someone else's post. So, for each lesson, you will have to make 2 posts on the discussion board. What qualifies as a substantive post? It is something that is about 300 words long and engages thoughtfully with the question being asked. The comments on someone else's post must be about 50 words long and engage directly with the post you are commenting on. In the rare event that there is no other post on the discussion board that you can or want to respond to, you may add a 50 word comment to your own post. Each discussion board has a very specific deadline. You **MUST** adhere to it. Posts made after the deadline will not be considered for the grade. Additional instructions will be posted under "Announcements" and "Syllabus" tabs.

*Papers:* You will also have to submit 2 short papers during the course of the session. The topics for the papers will be made available on Blackboard under the "Discussion Board" and you will have to post your responses by the deadline. Please note the following carefully. If **ANY** part of any assignment is a "cut and paste" from the internet (or plagiarized from any source) without the appropriate acknowledgment and citation, you will get an F for the course. This is non-negotiable. It is very easy to detect this, so please be careful. You can borrow ideas as long as you acknowledge them. If you are directly quoting from any source, place the words in quotation marks and cite your source. You may use any citation style as long as it is consistent.

*Exams:* There will be two exams that you will have to take at scheduled times during the session. The exams shall be made available for a pre-specified limited duration. You will have to make yourself available at these times to take the exams. No make-ups will be offered.

## **Grading**

Your grades will be determined as follows:

Exams: 40% (two tests)

Online forum discussions: 28%

Papers: 24% (two short papers- outlines are posted under syllabus tab)

Reports: 8% (3 short reports: JSR and two opening cases—see under Assignment tab)

The following scheme shall be used for your letter grade: A: 93-100%; A-: 90-92%; B+: 87-89%; B: 84-86%; B-: 80-83%; C+: 77-79%; C: 74-76%; C-: 70-73%; D+: 67-69%; D: 64-66%; D-: 60-63%; F: <60%. This may be changed at the instructor's discretion.

## **Course Plan**

The course has been organized into the following lessons. You will need to finish the readings and participate in the discussion forums by the deadlines that will be stipulated on Blackboard.

Lesson 1: Introduction to Management (Chapter 1)

Lesson 2: Organizational Environments (Chapter 2)

Lesson 3: Ethics and Social Responsibility (Chapter 3)

Lesson 4: Planning and Decision Making (Chapter 4)

Lesson 5: Innovation and Change (Chapter 6)

Lesson 6: Designing Adaptive Organizations (Chapter 8)

Lesson 7: Managing Teams (Chapter 9)

Lesson 8: Motivation (Chapter 11)

Lesson 9: Leadership (Chapter 12)

Lesson 10: Managing Communication (Chapter 13)

Lesson 11: Control (Chapter 14)

Lesson 12: Managing Information (Chapter 15)

## **Academic Integrity**

The University has an obligation as an educational institution to ensure that each student's work is his/her own. Dishonesty in such academic practices as assignments, examinations, or other academic work cannot be condoned. Please familiarize yourself with the university's policy on academic integrity and ensure that the work you submit for your assignments, papers, exams, and online discussions is your own. Plagiarism will result in a fail grade for the course.

## **Course Timeline**

As the syllabus has already indicated, you must examine the timeline of the lessons and the due dates for the assignments/exams. I am not going to follow up on those who do not adhere to these timelines. A late assignment will not be graded.

**Deadlines and schedule will be published on-** course website (WPU blackboard)