

Principles of Responsible Business Management – Part 1

Professor's Office Hours: M/W 1:00-3:00 and Friday 12-1 or by appt.

1.0 Course Objective

The objectives of this course are to expose students to a multitude of basic aspects of business management and to aid in the development of necessary skills to help ensure a successful educational and post-educational career.

2.0 Course Description

2.1 This is a four-credit-hour course that meets three hours per week. Rollins faculty require and expect that students spend approximately 5-7 hours outside of class time for this course schedule and credit award. (If you have previously taken BUS 101 at Rollins, it is likely that you will not receive zero credit hours for this course.)

2.2 Introduction to Responsible Business Management introduces and focuses on the core aspects of management as a business function in accordance with PRME education principles. The course is structured in such a way that students are first given a foundation for the importance of being a Responsible Business Manager and then exposed to the building blocks needed to develop into a high performing business manager.

The 4 building blocks: Planning, Organizing, Leading and Controlling are further divided into skillsets, such as managing strategy, operations and employees, with an emphasis on successful leadership qualities, team creation and critical thinking. The content includes both corporate and entrepreneurial ventures within country and globally. Management opportunities and challenges, such as creating a diverse workforce, disruptive innovation and managing through change are discussed and vetted.

3.0 Course Resources

3.1 Text book – MANAGEMENT 14E by Robbins & Coulter published by Pearson with accompanying **MyManagementLab** (MML) on-line supplement to be used in conjunction with Blackboard built in platform. **Student Value version - \$215.**

Your professor recommends purchasing a large (2.5” or 3.0”) binder because the Student Value version is a packaged loose-leaf - 3 hole drilled text book.

3.2 Working with a new platform, MML, may prove challenging at first, however, these resources were specifically chosen because of the wide variety of tools, assessments and information they provide to make learning more interesting inside and outside of the classroom. Be prepared to visit IT and/or spend time getting acquainted with this platform the first week of the semester.

3.3 Your resources include your classmates and other students currently enrolled in this course. Your instructor strongly encourages you to find a ‘study-buddy’ who will fill in the gaps if you miss class, assist your understanding of the material and serve as a motivating and encouraging person on whom you can mutually rely upon throughout the course. Ideally, this person will be your partner for the mini-case presentation and a Team Project team member.

4.0 Course Outline

4.1 This course is designed to expose students to a large quantity of material at a rapid pace in order to introduce the many topics, theories and elements of business management. (International Business and Business majors will take other courses that provide in-depth analysis and content on many of the subjects we cover in just one week.)

The course is broken down in six (6) basic parts and 18 chapters outlined in the textbook, generally, at the rate of one chapter per week. The list of specific **Chapter Learning Objectives (LO’s)** and **Skill Outcomes (SO’s)** for each chapter may vary from what is presented in the text book. See Part 2 of this document for a complete week by week breakdown.

4.2 Chapter LO’s and SO’s will be covered in a variety of ways including mini-simulations, personal inventory assessments (PIA’s), videos, mini-case presentations,

small group and large group discussions, team project and instructor lectures. We will also have several guest speakers that will focus on the topic we are covering that week.

On a weekly basis, students will be responsible for reading each chapter in advance of the material to be discussed in class in order to participate and contribute to the in-class session. To ensure chapter comprehension, a Weekly Chapter Quiz will be assigned at the conclusion of most, but not all chapters. The Quiz is to be completed outside of classroom time. MML provides ample ways and opportunities to prepare for the chapter quizzes and other assessments including practice quizzes that prompt and guide you when further review is needed. Quizzes will be due by Sunday evening at 11:59 pm unless otherwise noted.

See Part 2 (Weekly Outline) following this document following this document (and under Course Documents on Blackboard) for week to week chapter topics, quizzes and all assignments. Blackboard is a key resource for staying up to date on changes, knowing in advance what is expected and for your time management planning.

4.3 In order to facilitate experiential learning of the 4 core building blocks of management, teams will be formed and tasked with planning, organizing, leading and controlling hypothetical or real projects and reporting the team progress to the class. The Team Project will have four (4) distinct phases and will require time outside of class to adequately perform and progress through the team assignment.

4.4 As your instructor, I reserve the right to alter, change or otherwise adjust Part 2 (Weekly Outline) as needed to adjust for real time classroom challenges or instructor needs in order to better serve the class as a whole.

5.0 Grading Breakdown*

Attendance & Class Participation – 20%**

Weekly Quizzes (drop lowest score) – 20%

MML Assignments & Writing Prompts – 30%

Mini-Case Study-Presentation & Team Performance– 10%

Midterm & Final – 20%

*Your Professor is not responsible, nor required to prompt or remind you to complete assignments and quizzes, or to inform you when your grade is below average. While I will attempt to keep the gradebook current, Blackboard is not always a reflection of your current classroom performance or your expected final grade. Attendance grade deductions and Participation scores are frequently summarized at the end of the semester and often impact one's final grade.

**More than 6 unexcused classes constitute a 5% drop in your final grade, regardless of your participation while in class. Repeated tardiness does not reflect well and will count as one absence if excessive. Your professor will consider an excused absence as one meeting the College's policy on excused absences so long as proper notice (10 days) and documentation is provided. Excused absences (other than for a true medical emergency) does not excuse you from assignment/assessment due dates or classroom obligations.

5.2 Late Policy – There will be a 5 percent penalty on the grade for late submissions for each 24-hour period that passes since the deadline. Homework will not be accepted after one week has passed.

5.3 Final grades are not rounded up (ex: 89.6% to a 90%) and are done so solely at the Professor's discretion. Any discussion of grades is done by appointment only or during office hours. That stated, you are encouraged to stop by my office or schedule an appointment at any time. Don't be shy! It's your grade and I welcome your questions and concerns.

6.0 Rollins Policies:

This link will lead you to important policies adapted by your college and pertaining to this course: [Syllabi Statements](#)

While all of the statements are vitally important to your success and well-being, **one in particular merits additional attention, the Rollins Academic Honor Code.** For that reason, I have included below the Honor Code Reaffirmation requirement for your review.

Your responsibility is to ensure the Reaffirmation Statement ("On my honor...") is included on every assignments and assessments you submit. After two weeks (starting Week 3) points will be deducted if the statement is not included on anything you submit.

I will not accept any emailed statements for individual assignments 'after-the-fact stating that you submitted "on your honor". No exceptions.

Additionally, it should always be your assumption that collaborating with other students on any assignments or assessment is a violation of the Honor Code. **In other words, unless I specifically state that a particular assignment or project is "collaborative" you are to assume that it is not.** After two weeks (starting Week 3) points will be deducted if the statement is not included on anything you submit. I will not accept any emailed HC statements for individual assignments after an assignment or assessment has been submitted. No exceptions.

1. Academic Honor Code Reaffirmation

<http://www.rollins.edu/honor-code/documents/academic-honor-code-rollinscollege.pdf>

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. The student commitment to uphold the values of honor - honesty, trust, respect, fairness, and responsibility -particularly manifests itself in two public aspects of student life. First, as part of the admission process to the College, students agree to commit themselves to the Honor Code. Then, as part of the matriculation process during Orientation, students sign a more detailed pledge to uphold the Honor Code and to conduct themselves honorably in all their activities, both academic and social, as a Rollins student. A student signature on the following pledge is a binding commitment by the student that lasts for his or her entire tenure at Rollins College. The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others. This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to the paper, quiz, test, lab report, etc., the handwritten signed statement:

"On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work."

Material submitted electronically should contain the pledge; submission implies signing the pledge.

7.0 Course and Instructor Evaluation:

At the end of each semester, students are asked to evaluate the course and instructor. These evaluations are extremely valuable in the teaching and learning process on our campus. Student evaluations help assess student perceptions of classroom learning and often lead to improved teaching and course changes. Your feedback is very important to me and Rollins students are encouraged to be honest, fair, and reflective in the

evaluation process. The online survey is anonymous and students are never identified at the respondent.

The online Course and Instructor Evaluation (CIE) process opens at 8:00 a.m. on the first scheduled date. It remains open for a period of 14 days (2 weeks) until 12:00 a.m. (midnight) on the final scheduled date. The evaluation period ends prior to the start of final examinations and faculty cannot access completed evaluations until 10 days after the end of final exams.

Students will receive one email at the start of the CIE period, one after the 5th day, and a final reminder the day before the CIE period ends. Students who complete evaluations for all classes will be able to view grades ten-days before students who do not complete an evaluation form.

8.0. Your Professor

This is my third year teaching business students at Rollins College and my first year as a full time Lecturer in the Business Department. This is also my third career having spent 15 years working for large corporations (Xerox, Plantronics) in marketing and sales and then 15 years as a business owner of a large franchised early childhood development center in East Orlando.

In addition to teaching, I speak and write for the franchise industry and have a book coming out (Adventures in Franchise Ownership – 4 Pillars to Strengthen, Protect and Grow Your Business) mid-year. I live very close to campus and grew up in Winter Park. My website is ChristyWilsonDelk.com and I enjoy tweeting professionally from [@WilsonDelk](https://twitter.com/WilsonDelk) if you care to follow me.

On a personal note, I am delighted and honored to be teaching such a diverse and impressive group of students. I look forward to our time together and know it will be meaningful and enriching for us individually and collectively.

Professor Delk

SPRING '18 MGT 101 - Principles of Responsible Business Management - Part 2

Week	Date	Chapter	Focus	Assignment	Mini-Case	Comments
1	1/17	Syllabus Review & Course Overview. Intro to MyManagementLab & Part 1	Understand course requirements. Gain experience w/MML & textbook layout	Read Chapter 1*	Professor led mini-case discussion - Ice Bucket Challenge & Zappo's	*Unless noted, read chapter in entirety focusing on Learning Objectives (LO's)
2	1/22	Part 1 Intro to Management CH 1 - Management and You CH 2 - Making Decisions	CH 1 Management Functions CH 2 Decision Making Processes & Human Centered Design Thinking	Read Chapter 2 (omit 57-61) MML CH 1 Discussion Questions (DQ's) pg 22 1-1 thru 1-3 * MML CH 1 Quiz Due 1/23* MML CH 2 Quiz Due 1/28*	Professor led mini-case discussion: Wendy's Part 1 Starbucks Management Practice	*Unless noted, all assignments (non quizzes) are due @ 11:59 on Tuesday night of the week assigned. Quizzes are due on the following Sunday night.
3	1/29	Part 2 Basics of Managing CH 3 - External Environment and Organizational Culture.	Why Culture Matters Guest Speaker - Rollins Career Resources	Read Chapter 3 MML Watch It! 2 - Inside Google* MML CH 3 Quiz Due 2/4	Student led mini-case: CH 3	*Unless noted, a Watch It! assignments includes answering the questions.
4	2/5	CH 4 - Managing in Global Environment (120-127) CH 5 - Managing Diversity	CH 4 - Big & Broad Challenges CH 5 - 'Faces' (types) of Diversity	Read Chapter 4 (read only 120-127). Read Chapter 5 MML Simulation: HR & Diversity* MML CH 5 Quiz Due 2/11	Student led mini-case: CH 5	*Simulation assignments vary in format. Unless noted, complete the entire exercise.
5	2/12	CH 6 - Managing Social Responsibility & Ethics	Why Rollins is a PRME member. UN Global Compact & Social Entrepreneurship	Read Chapter 6 MML Talk About it 1 & 2 (pg 187)* MML CH 6 Quiz Due 2/18	Working Together* - Team Exercise pg 238 (6-8 minute presentation in class) See comment note.	*Talk About It responses should be well organized in order to keep the discussion going. Participation matters.
6	2/19	CH 7 - Managing Change & Disruptive Innovation	Innovation, Blue Oceans & Human Centered Design Thinking	Read Chapter 7 MML DQ's 7.1-7.6 MML CH 7 Quiz Due 2/25	Part 2 - Starbucks Management Practice	*Working Together Team assignments require outside class time to prepare.
7	2/26	Part 3 PLANNING CH 8 - Planning Work Activities Mid Term Review	Goal Setting - For You & For Your Organization	Read Chapter 8 (no CH Quiz) MML It's Your Career* (pg 262) MML Simulation: Planning	Student led mini-case: CH 8 Team Project: Phase 1 - Planning	*Your Career - Follow instructions Team Project - TBA
8	3/5	CH 9 - Managing Strategy	SWOT & Being (and staying) Competitive	Read Chapter 9 MML Mid Term* (CH 1-8) in class	Part 3 - Starbucks Management Practice	*Students requesting accommodations must do so one week in advance.
Rollins Spring Break!!						
9	3/19	CH 10 - Entrepreneurial Ventures	What Does it take to be a successful entrepreneur? Guest Speaker - TBA	Read Chapter 10 MML Simulation: Entrepreneurship MML CH 10 Quiz Due 3/25	Student led mini-case: CH 9 & CH 10	
10	3/26	Part 4 ORGANIZING CH 11 - Designing Org Structure CH 12 - Managing Human Resources	CH 11 Organizational Structures vary widely CH 12 Topical HR issues	Read Chapter 11 MML PIA*: Org Structure Assessment (pg 370) Read Chapter 12 (omit 386-397) MML CH 11 Quiz Due 4/1	Part 4 - Starbucks Management Practice Team Project Phase 2 - ORGANIZING	*Personal Inventory Assessment - complete and be prepared to share your takeaways in class discussion
11	4/2	CH 13 - Creating & Managing Teams	Working in Teams is a critical skill. Group Development and Phases (storming-performing). Guest Speaker - Boeing Corp (Joe North)	Read Chapter 13 MML DQ's 13-4 thru 13-7 MML Simulation*: Teams - in class MML CH 13 Quiz Due 4/8	Student led mini-case: CH 13	*Due date TBA by Professor. If not completed in class, outside time will be required.
12	4/9	Part 5 LEADING CH 14 - Communication	CH 14 Communication is a complicated & vital skill	Read Chapter 14 MML DQ's - all In Class Videos: Bezos & Jobs. MML CH 14 Quiz Due 4/15	Part 5 - Starbucks Management Practice. Team Project Phase 3 - LEADING	
13	4/16	CH 15 Understanding & Managing Behavior. CH 16 Motivating Employees	CH 15 Managers Understand Self & those they manage CH 16 It's not (just!) about \$\$. Guest Speaker - Rollins Center for Community L & E	Read Chapter 15 (omit 501-506) MML - TBD* Read Chapter 16 MML CH 16 Quiz Due 4/22	Student led mini-case: CH 15 & 16	*To Be Determined
14	4/23	CH 17 Being an Effective Leader Part 6 CONTROLLING CH 18 Monitoring/Controlling	CH 17 Evolving Leadership CH 18 Why and How Managers Control	Read Chapter 17 Read Chapter 18 Review for Final (CH 9-17) (Holt)	Part 6 - Starbucks Management Practice Team Presentations - TBD	Last Holt Class (Weds)
15	4/30	Review for Final (CLA). Remaining Team Presentations				Class Monday only
Finals	5/3 - 5/8	FINALS WILL FOLLOW THE ROLLINS SCHEDULE FOUND ON BLACKBOARD. ACCOMMODATIONS MUST BE REQUESTED ONE WEEK IN ADVANCE.				

NOTES:

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| 1. When we have a Guest Speaker, dress code is business casual. | 2. |
| Hint: For written responses, review questions before reading in order to focus on the most important content. | 3. |
| If your professor recommends making an appointment with the Writing Center, it is in your best interest to do so. | 4. |