



Lincoln University

BA 302 – Management Principles

COURSE SYLLABUS Spring, 2018

Instructor: Prof. Walter Kruz, PhD
Lecture Schedule: Saturdays; 9:00AM – 11:45PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Thurs 12:00 - 12:30 PM, and Sat 9:00-12:30 PM, or by appointment.
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Textbooks: Business Model Generation, Osterwalder & Pigneur, Wiley, 2010. ISBN: 978-0470-87641-1 and The High Performance Enterprise, Kruz et al, 2004, Trafford Publishers, ISBN 141203104 – 4

Last Revision: January 6, 2018

CATALOG DESCRIPTION

The nature of the management process is explored through appropriate concepts such as planning, organizing, leading and controlling; evolution and models related to the study of formal and informal organizations. Systems analysis will integrate the various dimensions of management, organizational structure and functions of managers, growth, and re-engineering of business. Assignments may include use of the Internet. (3 units)

EDUCATIONAL OBJECTIVES

Develop competence and understanding in the implementation of management principles to improve business performance. Students will practice methods to improve financial performance, to conduct business process reengineering, and more.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Develop and exhibit applied and theoretical knowledge to manage businesses	PLO 1	ILO 1b, ILO 2b	Homework assignments, quizzes, project assignment, exams

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

2	Use theoretical knowledge and advanced problem-solving skills to execute business strategies	PLO 2	ILO 1b, ILO 2b, ILO 4b	Homework assignments, quizzes, project assignment, exams
3	Communicate new developments in business development worldwide	PLO 3	ILO 2b, ILO 7b	Research assignments, quizzes, project assignment, exams, technical presentations

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations will be assigned. Assignments will be given weekly and may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

CLASS ATTENDANCE

Attendance is a school requirement. Exams may include questions from class discussions.

EXAMS

Typically, the class will consist of several exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist mostly of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or “F” grade for that exam.

COURSE PROJECT

A project, if assigned, will evaluate the business performance of a given company. A written report, following the APA standard, and including a Turnitin score, will summarize this business evaluation.

GRADING POLICY

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Weights	
Homework	10%
Quizzes	10%
Midterm Exams (each) (3)	20%
Individual Research Project	20%

TENTATIVE CLASS SCHEDULE:

Week	Topic
1	Course Introduction: Business model creation
2	The value proposition
3	The strategic process
4	Tools to develop & execute strategies
5	Exam 1
6	Metrics to measure business success
7	Financial ratios
8	Dashboards
9	The EVA model
10	Exam 2
11	Management processes
12	Business process reengineering
13	Visio for reengineering projects
14	Innovation methods
15	Exam 3