



Lincoln University

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| Course Title | Management Principles | Instructor: Walter Kruz |
| Course No. | BA 110 | Contact: wrkruz@lincolnuca.edu |
| Units | 3 (45 lecture hours) | Office Hours: By arrangement |
| Class Hours | Sat 12:30-3:15 PM | |
| Semester | Fall 2014 | |

Textbook:

The High Performance Enterprise, Kruz et al, ISBN 141203104 - 4 plus additional business literature publications available at the school library and online.

Course Description:

The course is emphasizing management of organization structures achieving organizational objectives and fundamental concepts related to the practice of management in terms of the basic functions of planning, organizing, motivating, directing and controlling. (3 units) *Prerequisite: BA 10 or equivalent*

Learning Objectives:

The focus of this course is to apply management processes to improve business performance. By completing the course, students will achieve a basic understanding of the processes and tools necessary to improve business performance. Integration of concepts related to strategy execution, business process improvement, performance metrics development, and innovation management will enable the graduating student to participate in business performance improvement efforts in a professional environment.

Methodology:

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams include questions from class discussions.

Students will benefit from using a laptop and calculator although these devices are not allowed during exams.

Standards:

Standards for this class are similar to those found in professional organizations. Punctuality and deliverables are very important. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning.

Project:

Project work is designed to familiarize students with the practices necessary to evaluate business performance. Projects may be assigned individually or as a group. If as a group, grade is the same for all members. Drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced. APA standard is encouraged.

Testing:

Typically, the class will consist of two or three 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 and some quantitative problems. The exam format is closed book with no electronic devices allowed.

Grading:

Quizzes, homework assignments, exams, and the project allow students to accumulate points throughout the semester. . These total earned points are added and compared against the total possible as a percentage.

Exams and Project are typically worth 100 points each (~ 75% of the total points). Homework and quizzes are worth 5-10 points each (~ 25% of the total points). Assuming that 2 exams, one project, and 10 homework and quiz assignments are given, this will mean a total possible of 400 points can be accumulated. The student's grade will be calculated as follows:

$$\text{Grade} = \text{Student's score} / \text{Total possible points} = \%$$

A final grade is then assigned as follows:

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|---------------|----|
| 95 – 100% | A |
| 90 – 94% | A- |
| 87 – 89% | B+ |
| 84 – 86% | B |
| 80 – 83% | B- |
| 76 – 79% | C+ |
| 70 – 75% | C |
| 66 – 69% | C- |
| 60 – 65% | D |
| Less than 59% | F |

Classroom Protocol:

Students are expected to arrive on time and be prepared to participate. Laptop use is allowed only for a class purpose. No cell phones allowed.

Schedule:

This is a proposed schedule. It may change according to class progress or student interests.

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| Module 1 (New) | Analysis and quantification of business models - Understanding what makes Google, IBM, and other industry leaders successful | Lecture, exercises, project research, analysis of contemporary business issues. |
| Module 2 | Strategy Development and Execution - Tools to craft and execute strategies effectively | Lecture, exercises, project research, analysis of contemporary business issues. Exam 1 |
| Module 3 | Metrics Development - How to develop meaningful metrics | Lecture, exercises, project research, analysis of contemporary business issues. Exam 2 |
| Module 4 | Business Process Improvement - Reengineering processes for improved performance | Lecture, exercises, project research, analysis of contemporary business issues. |
| Module 5 | Innovation Management - How to implement innovation as a process | Lecture, exercises, project research, analysis of contemporary business issues. Exam 3. Report due. |

Faculty Information:

Dr. Kruz is an industry consultant. His expertise includes operations, engineering, and project management in various industries. He actively conducts business research, is a published author, and a member of various industry organizations.

Update:

August 4, 2014