

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** MGMT 100    **TITLE:** Introduction to Management  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours  
**Method of Grading:** Letter Grade Only  
**Recommended Preparation:**  
    Eligibility for ENGL 100, or Eligibility for ENGL 105
  
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU  
**AA/AS Degree Requirements:**  
    CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development
  
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    This course examines the purpose and role of managers and the application of management theories focusing on the main functions of management: planning, organizing, leading and controlling. Considerable attention is given to identification and development of critical management skills and understanding the factors that affect management success.
  
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Examine the primary functions of management: planning, organizing, leading, controlling.
  2. Evaluate various management styles and determine best course of action for specific situations.
  3. Identify and analyze effective business and strategic decision-making processes.
  
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Recognize and apply basic management principles of planning, organizing, leadership and control.
  2. Understand the impact of societal and ethical considerations on management techniques.
  3. Employ standard (or accepted) methods of analysis and problem solving to various management challenges.
  4. Acquire baseline leadership development skills such as developing effective presentations, collaborating effectively, and working with diverse teams.
  5. Recognize the importance of strategy, tactics, execution and measurement as part of a successful management team approach.
  
6. **COURSE CONTENT:**  
**Lecture Content:**
  1. An overview of business management
    - A. The nature of management and current management trends in all sizes of businesses
    - B. How to organize an effective management team
    - C. Organizational life cycles
    - D. Diversity of business models and how they create value for stakeholders
    - E. Business movements such as TQM (total quality management), ISO 9000, Lean Manufacturing, and Six Sigma
  2. Environmental, ethics and social responsibility in business today
    - A. Recent trends in sustainability and how it's changing business practices
    - B. What is CSR, corporate social responsibility
    - C. What is meant by "business ethics" and how to recognize it as a manager
    - D. Nonprofits as businesses
  3. Foundations of planning and strategy
    - A. Applying SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis in any business
    - B. What kind of decision-making is required in a changing business environment
    - C. Setting priorities and handling innovation pressures
    - D. How to identify inputs vs. outputs
  4. Managing organizational structure, culture, and human resources

- A. Effective leadership in any organizational structure
  - B. Motivating people and teams
  - C. Leadership styles and managing teams with a diverse workforce
  - D. Situational differences in management activities
  - E. Using MBTI and Gallup Strengths to determine management style and strengths
5. Operational management and risk mitigation
    - A. Use of technology as control
    - B. Segmenting business functions and designing metrics for measuring success
    - C. Setting up and measuring performance standards
    - D. Managing supply chains
    - E. Creating inventory controls
  6. Communicating in organizations
    - A. Internal and external clients
    - B. Effective communication techniques
    - C. How to use public relations techniques especially to manage crisis situations
    - D. Controlling the message in the information age
  7. Marketing communications and sales management as business drivers
    - A. What is (and isn't) marketing
    - B. Managing sales effectively
  8. How organizations achieve and sustain in competitive environments
    - A. Learning from missteps and failures
    - B. Leveraging assets
    - C. How to identify market opportunities
  9. Entrepreneurship, start-ups and small businesses
    - A. Identifying your inner entrepreneurial and "intrapreneurial" expertise
    - B. Scaling and expanding
    - C. Managing to success with limited resources
    - D. Knowing when to hire and when to outsource

#### 7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Discussion
- D. Guest Speakers
- E. Other (Specify): Case Studies Group Projects Oral Presentations Role-playing

#### 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

##### **Writing Assignments:**

Casework writing assignments based on course topics that require critical thinking and analysis in the writing of these short papers expected to be 2-4 pages in length.

Team project that involves writing a 10 page paper on a management topic relevant to topics covered in the course.

##### **Reading Assignments:**

Corresponding textbook chapters assigned to be read each week.

##### **Other Outside Assignments:**

Library research for Team project paper will be necessary.

#### 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Group Projects
- E. Homework
- F. Oral Presentation
- G. Papers
- H. Projects
- I. Quizzes

- J. Research Projects
- K. Written examination
- L. Case studies

10. **REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. C. Williams. *MGMT 12*, 12th ed. South-Western College Publishing, 2021

**Origination Date:** October 2023

**Curriculum Committee Approval Date:** November 2023

**Effective Term:** Fall 2024

**Course Originator:** Peter von Bleichert