

**MERCER UNIVERSITY
STETSON SCHOOL OF BUSINESS & ECONOMICS
SPRING 2010, SESSION I – ATLANTA**

BAA 515.A11: FOUNDATIONS OF MANAGEMENT AND MARKETING

Class hrs: Mon: 6:00 – 10:15 p.m.

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- I. **Course Description:** An accelerated survey of basic management and marketing concepts, principles and processes. The course examines: (1) the role of the manager in today's organizations with emphasis on leadership, communication, and managing human, financial and social resources and responsibilities; and (2) the development of a firm's marketing strategy and the identification of a target market and related marketing mix (product, price, promotion, and place).
- II. **Course Objectives:** Students completing this course should be able to:
1. Understand basic management and marketing concepts and principles.
 2. Understand the key components of a marketing strategy and a strategic management analysis.
 3. Understand and recognize the ethical issues and challenges in a global business environment.
 4. Understand the functional and behavioral aspects of management.

III. **Prerequisites:** Graduate standing

III. **Textbook and Other Material:**

1. Custom Text (ISBN: 0-390-49719-3)--Gomez-Mejia, Balkin and Cardy, *Management*, 2nd edition, McGraw-Hill/Irwin 2003; Perreault and McCarthy, *Essentials of Marketing*, 9th edition, McGraw-Hill/ Irwin 2004.
2. Relevant information can be found in professional and trade journals, business oriented magazines, newspapers, television, the Internet, Galileo and other sources.

V. Course Requirements:

1. **Communication Skills:** Well-developed communication skills, both written and oral, are of vital importance to a successful career. Your ability to express yourself has a significant impact on others' perceptions of your performance. Therefore, communications skills will represent a part of your grade in this course. All assignments performed will be assessed for both content and communication skills. If you need assistance in this area, please utilize the Writing Center. Each student will research a current management practice or concept and present findings to the class in a seminar session. Each presentation should be 20 minutes in length.
2. **Class Attendance and Participation:** You are expected to attend all class meetings. A portion of your course grade requires participation. You cannot participate if you are not present. Participation will be determined by the number of designated in-class assignments that you completed satisfactorily divided by the total number of designated in-class assignments. The nature of the in-class assignments means they cannot be made up.
3. **Out of Class Preparation:** You are required to read all assigned readings before the beginning of the class that they are assigned. In order to facilitate an active learning environment, you must have prepared before class, so that you can fully participate in class.
4. **Written Report:** You will turn in a written case on the last day of class (3/8/10). The case analysis should be typed, double-spaced with appropriate subheadings, citations, references, and page numbers. Analyses should have a professional appearance and be bound or in a cover. Analyses turned in after the beginning of class, but before the end of class are late and will have 10% deducted from the final grade. Analyses not received by the end of the last class period will NOT be accepted and will receive a grade of zero. Analyses with excessive grammatical, punctuation, spelling and/or other errors are subject to a loss of 25% of the final grade. See Case Analysis Guidelines handout for the method of evaluation. The case topic is subject to negotiation with the professor by the end of the class #4.
5. **Homework:** Homework assignments must be completed on an individual basis. Each assignment will have a point value assigned to it. Your homework grade for the course will be the number of points you have earned divided by the number of possible points. Please be sure you check your homework assignments ahead of time. Some assignments will require you to collect outside data. **Do NOT plan on completing your assignment right before the beginning of class.**
6. **Exams:** Exams will be comprehensive for the course, covering all chapters assigned on the syllabus as well as material introduced in class for that portion of the course. Exams are closed book, closed notes, and will be administered in class and taken on an

individual basis. Format will be short-answer and essay. No make-up exams will be given except in extenuating circumstances as determined by the professor. Cheating or other honor code violations will result in a zero being assigned for the exam.

◆**READINGS – TEXT BOOK AND OTHER ITEMS:** Students will read the entire textbook with emphasis on the sections indicated by the professor as “most important.” (Weekly quizzes may be given on assigned readings.)

VI. Evaluations and Assessments:

1. Grading Structure:

A = Excellent	(90 to 100 points) = 4.0
B+ = Very Good	(85 to 89 points) = 3.5
B = Good	(80 to 84 points) = 3.0
C+ = Satisfactory	(75 to 79 points) = 2.5
C = Fair	(70 to 74 points) = 2.0
D = Poor	(60 to 69 points) = 1.0
F = Failure	(Under 60 points) = 0

2. Evaluation Criteria:

Points Achievable

- Participation in class (Includes contribution to class learning) 20 points
- Written Report 20 points
- Presentations in class 20 points
- FINAL EXAM 20 points
- Homework 15 points
- Peer Evaluation (and quizzes) 5 points

Total 100 points
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PLEASE NOTE:

All quizzes and exams will be essay. Please give complete answers to show your understanding and knowledge of the topic. Questions will come from assigned readings and classroom discussions. If you are not present for a class, please contact a classmate to obtain information on what was covered in the missed class.

3. Peer Evaluations:

Each student will submit a grade for other students in the class to help identify top performers. All grades and comments will be kept strictly confidential by the professor; no one else will see grades assigned to a classmate. A worthless evaluation is one in which everyone receives an "A". Obviously biased grades will be dropped. Your ability to evaluate others will be reflected in your course grade. Put your name on the evaluation sheet.

4. Course Assessment (in terms of SSBE Mission and Goals):

At the end of the course, the student is expected to be able to:

- Research, develop and analyze information to determine if a manager or employee is performing effectively.
- Recognize current ethical concepts and practices and how they contribute to an organization's success.
- Recognize deficiencies and problems in the way an organization is being managed.
- Use available techniques and methods that help an organization to be more effective and productive.

VII. Instructional Design:

1. This course is conducted in part like a seminar in which students are helping to teach classmates. (It is recognized that at least 80% of learning comes through teaching others.) At other times, the professor will lecture, lead class discussions and referee debates. All students are expected to be active informed discussants. Students will receive oral and written feedback throughout the course.

VIII. General Information

- This syllabus is your contract with the professor. Read it carefully and live up to what is required.
- Have fun in this course. Learn the names of your classmates and share your thoughts and ideas with them. Make this class a networking experience.
- For final course grade, do not call the professor or secretaries, *go to BearPort*.
- Inform the professor ahead of time if you will be absent from class.

- Classroom behavior should reflect a sensitivity and respect for others. (Be a professional at all times.)
- Classroom attendance is required. No excuse accepted for ignorance of requirements; if you missed a class session, find out what was discussed. If you cannot get a copy of the notes from a classmate, please contact the professor.
- Be punctual. Occasionally, people are late for class; however, some people make it a habit, which can affect their final course grade. If you come to class late, make sure you are marked present.

IX. Mercer University Honor Code:

(See Mercer 2009 – 2010 Catalog for detailed information, pg. 50.)

Honor Code:

Mercer University, Atlanta Campus, expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations included, but are not limited to the following: plagiarism, cheating, lying, stealing, or any use of unauthorized sources of information. (Plagiarism is the use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material, which is not of the student's own authorship is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper.) Violations of the honor code will result in a final course grade of "F".

X. Atlanta Campus– DISABILITY STATEMENT

Students with a documented disability should inform the professor at the close of the first class meeting. The professor will refer you to Richard Stilley, (Assistant Dean of Campus Life) for consultation regarding evaluation, documentation of your disability and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately by calling (678) 678-6823. The office is located in the Sheffield Center, Suite 212, Cecil B. Day - Atlanta Campus.

XI. Inclement Weather:

If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

Course Schedule and Assignments

BAA 515.A11 - Foundations: Atlanta SPRING 2010, Session I

Date	Topic	Pre-Class Assignments*
1/11	Course Overview Management Perspective Global Environment	Chapters 1, & 2; Syllabus & Self-Introduction
1/18	MLK HOLIDAY	NO CLASS
1/25	Ethics and Social Responsibility Organizational Culture and Change Managing Employee Diversity	Chapters 3, 4, & 11; Case 'A'
2/1	Leading and Motivating Managing Communication	Chapters 12, 13, & 15; Case 'B'
2/8	Strategic Management & Marketing Strategy	Chapters 3, 7
2/15	Overview of Marketing Marketing Strategy Consumer Behavior	Chapters 1, 5; Case 'C'
2/22	Marketing Research Product Management Services Marketing	Chapters 7 & 8; Case 'D'
3/1	Place, Promotion, and Price	Chapters 10, 13, & 16
3/8	FINAL EXAM	

APPENDIX "A"

Some Criteria for Effective Classroom and Business Meeting Participation

Show up: (Professionalism)*

- Regularly
- On time
- Prepared

Communicate Verbally:

- Share ideas with others
- Use real-world examples or personal experiences
- Make constructive comments
- Ask questions
- Take part in discussions
- Avoid whispering and side conversations (Show respect for the speaker)

Communicate Non-verbally (Professionalism)*

- Be present and alert
- Use appropriate body language and eye contact
- Head nods often show support, alignment, and agreement
- Smile and look like you are enjoying it!!!!!!!

Respect for Individuals (Professionalism)*

- Show respect for other opinions and differences
- Have an open mind to new ideas
- Support your team members
- Do not exhibit bad manners

Openness and Honesty

- Offer constructive feedback when requested
- Explore controversial or difficult issues for the purpose of learning.

Oral Presentations

- Performed in a professional manner
- Innovative and interesting
- Organized and clearly understood
- Professional visual aids
- Time limit observed
- Use notes (no reading of speech)

***Some Elements of Professionalism.**