

# SYLLABUS

---

Code: BUSI 298

Title: Management Analysis

Institute: BUSINESS & SOCIAL SCIENCE

DEPARTMENT: BUSINESS

Course Description: Students will analyze the development of long-term strategic goals and their implementation in the form of Strategic, Tactical, and Operational plans. Students will utilize their previous course knowledge in economics, management, human resource management, ethics and social responsibility, business ownership, marketing, accounting, global business and information technology in business by examining actual case studies from the business world. Students will draw their own conclusions and defend them in order to have an opportunity to apply what they have learned in their study of Business Administration.

Prerequisites: A grade of "C" or higher in BUSI105, BUSI205, BUSI231, and BUSI251.

Corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

---

REQUIRED TEXTBOOK/MATERIALS:

Management

Author: John R. Schermerhorn, Jr.

Publisher: Wiley, 13th Edition

ADDITIONAL TIME REQUIREMENTS:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#). Students will also be required to submit on-line postings.

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Students will synthesize management information to analyze, identify solutions, and make logical decisions when solving case studies.
- Students will conduct research from various business sources including if required by the Instructor field trips to supplement their solutions.
- Students will work in individual and self-directed work teams to determine development and presentation of solutions in the business environment.
- Students will communicate their understanding of the subject matter through written and spoken form.

# SYLLABUS

## GRADING STANDARD:

### Evaluation Criteria (See instructor's addendum for specifics)

- 30%- Examinations (individual)
- 30%- Case Analyses (Team and individual participation)
- 25% - Discussion Forums (Individual)
- 15%- Classroom participation (individual)

### TOTAL 100%

- Students will participate in Team Discussions that provide an opportunity to share insights and analysis in determining topic summary questions. The teams will then develop in postings a cohesive agreement.
- Students will provide solutions to case studies presented in class with previous learned course material, classroom lectures, textbook reference and appropriate Business Internet research for classroom discussions.
- Teams will be required to present their findings in a written and oral presentation with documented research to support their solutions individually and in groups.

94-100 -	A
90-93 -	A-
87-89 -	B+
84-86 -	B
80-83 -	B-
77-79 -	C+
70-76 -	C
65-69 -	D
64 or below -	F <sub>-</sub>

## Course Content:

### Topics to be discussed will include through Case Analysis:

- Chapter 1      Introducing Management
- Chapter 4      Environment, Innovation, and Sustainability
- Chapter 7      Information and Decision Making
- Chapter 10     Strategy and Strategic Management
- Chapter 17     Teams and Teamwork
- Chapter 18     Communication and Collaboration

# SYLLABUS

## REQUIREMENTS FOR A GRADE OF INCOMPLETE

College policy: "An incomplete may be assigned at the discretion of course faculty for students who have documented hardship or emergency."

1. If you have completed 70% of your course requirements, you may be eligible for a grade of Incomplete.
2. You must submit an Incomplete Application form to your course instructor for his/her approval on or before the last class meeting date.

### NOTE:

Case Analyses and Discussions Forums are due by the date specified by your instructor. A grade of "0" will be recorded if a test or assignment is late. Special consideration will be given provided that a legitimate excuse is submitted.

### DEPARTMENT POLICIES:

#### Attendance and Late Policy for Students

See Instructor's Addendum regarding attendance.

#### Academic Integrity

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook. The Business Management Department supports this regulation.

#### Brookdale E-Mail/Website

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The Instructor's Addendum is subject to change per the rights of the instructor. These changes may be communicated to you via email.

#### Use of wireless phones and notebook/netbook computers

Cell phones must be turned off or placed in a "silent" mode

Cell phones usage during the lecture including conversations and text messaging is strictly prohibited. If an emergency call or text is received, the student must leave the lecture.

Portable computers must be utilized for notes and academics. Prohibited activities include e-mailing, shopping, instant messaging, web surfing, and social networking.

Remediation may consist of being asked to leave the lecture or surrendering your device to a table or desk where it can't be accessed.

# SYLLABUS

## COLLEGE POLICIES:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdalecc.edu/support](http://www.brookdalecc.edu/support).

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the STUDENT HANDBOOK AND BCC CATALOG.

## NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

## MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.*