

GSU ARCHIVES
MGMT 301
FALL 1997

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MGMT 301
Introduction To Management Strategies

TELEVISION COURSE STUDENT
PACKET

GOVERNORS STATE UNIVERSITY
CENTER FOR EXTENDED LEARNING AND
COMMUNICATIONS SERVICES

Dear Student:

WELCOME TO MEDIA-BASED INSTRUCTION!

Enclosed you will find the following information pertaining to your television course:

- Course Syllabus
- Television Course Viewing Chart
- Broadcast Schedule for Jones Intercable, Channel 29
- RMI Media Productions, Inc. - Tape Rental Service
- Specialty Books, Inc. - Tape Rental Service

If this is the first time that you have taken a television course, we strongly suggest that you view our **ORIENTATION** tape for television courses, which is less than ten minutes long. Copies in VHS format are on reserve in the University Library for viewing there or for checking out and watching at home. The videotape and Student Handbook were developed to answer some of the question you may have about test taking, viewing opportunities for course videotapes, how to best organize your study time, and other procedures.

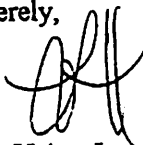
There is at least one (1) set of videotapes at the University Library for viewing and at least (3) sets available for viewing at home for each television course. Videotapes for home viewing may be checked out for one week. Please note that demand is greatest for the tapes at the beginning and at the end of the trimester. Four local libraries and four colleges within a 40-mile radius of Governors State University also have selected videotapes. In addition, Jones Intercable Channel 29 broadcasts several courses, (please see the attached Viewing Chart for details).

Textbooks, studyguides, videotapes for some courses, and other required material may be purchased from Follett's Bookstore at Governors State University. The Bookstore's hours and telephone number may be found in the Student Handbook. For the most up-to-date information about room numbers, orientations, meetings, and exam dates, please call (708) 534-4091 from a touch-tone telephone. Room numbers for Television Courses are also posted at the entrances on meeting days.

If you have any questions, please contact the Division of Extended Learning at (708) 534-4088.

Good Luck on your learning adventure!

Sincerely,



Luke Helm, Jr.
Television Courses

Enclosures



INTRODUCTION TO MANAGEMENT STRATEGIES

BROADCAST TITLE: Introduction to Management Strategies

COURSE NUMBER: MGMT 301 S

REFERENCE NUMBER: 107355

CREDIT HOURS: 3 Undergraduate Hours

DESCRIPTION: Introduces classical management, behavioral, and management science. Reviews the fundamental functions of management, emphasizing the interrelationships among planning, organizing, directing and controlling. Both the impact of organizations upon participants and the impact of participants upon organizations are studied.

TUITION AND FEES: Undergraduate: \$291.00
Graduate: \$306.00

ORIENTATIONS: Friday, September 5, 6:30 p.m.
OR
Saturday, September 6, 10 a.m.

INSTRUCTOR: Dr. David Curtis

EXAM SCHEDULE: There will be three scheduled exam sessions at Governors State University. All will be on Saturday mornings:

October 11 10 a.m.
November 8 10 a.m.
December 6 10 a.m.

REQUIRED MATERIAL: Miller, Donald S., et.al. Fundamentals of Management: A Framework for Excellence, West Publishing Company, 1996

VIDEOTAPES: 15 one-hour tapes

VIEWING: GSU Library
Lansing Public Library
Orland Park Public Library
Kankakee Community College
Follett's GSU Bookstore
Jones Intercable of Southern Suburbs - Channel 29

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course: MGMT 301 Introduction to Management Strategies

Instructor: David V. Curtis
708/534-4950

Office Hours: Mondays 11:00 - 12:30 am/ pm
Wednesdays 11:00 - 12:30 am/ pm
Thursdays 7:00 - 7:30 pm

Other times by appointment

Textbook: Miller, Donald S., et.al. Fundamentals of Management: A Framework for Excellence, West Publishing Company, 1996.

Course Overview: This course will examine management as both a science and an art as it is practiced (and as it perhaps should be practiced) in organizations both large and small. The course will examine different management models -- classical, behavioral, and management science -- and will emphasize the interrelationships among planning, organizing, directing, and controlling within a management setting.

The course will include such topics as the evolution of management, management skills and functions, the internal and external organizational environments, decision-making, planning, social responsibility, international issues, managing a diverse work force, leadership, motivation, and many other subjects.

This is a television independent study course which demands a particular discipline and motivation from you. You will be reading the text, viewing the tapes (either from television broadcast or in a VHS format), doing special assignments, taking examinations, and writing a term paper. The semester will move quickly. Depending upon which orientation you attend, the first examination will be only four, or even three, weeks later. While you have a great deal of discretion about how you use your time between the examination periods, you must be prepared to take the tests on the dates scheduled. Be sure you review the entire syllabus so you understand how the class will be conducted and what your responsibilities are.

Course Objectives: Some of the more important objectives are to obtain:

1. An understanding of the historical antecedents of modern business practices;
2. An understanding of the fundamental functions of management – planning, organizing, directing, controlling;
3. An understanding of how both the internal and external environments affect management practices;
4. An understanding of the issues regarding corporate social responsibility;
5. An understanding of the importance of the international dimension in modern management;
6. An understanding of the importance of dealing in a diverse and multicultural environment;
7. An understanding of the relationships among managing, motivating, and leading;

Assignments: All out-of-class work is to be typed. Work submitted after the due date will be reduced by one letter grade for each week it is late.

You will have two middle-of-the-term examinations of two hours each, and a final examination of three hours. All three examinations will be combinations of true/false, multiple choice, identification, short answer, and essay questions. Questions relating to material covered on the tapes/television will be short answer or essay; however, if the same information is also covered in the text or in other supplemental material, you may be asked "objective" questions (true/false, multiple choice, etc.) about it.

You will also have a term paper, plus two additional assignments which are explained in detail in supplementary material.

Evaluation:	Final Examination	35%
	First Middle-of-Term Exam	20%
	Second Middle-of-Term Exam	20%
	Term Paper	15%
	Special Assignment (Book/Article Reviews)	5%
	Special Assignment "Selecting a Leader"	5%

Additional information on the term paper and special assignments will be provided at the orientation.

The essay portions of all examinations as well as the out-of-class writing must observe the standard conventions of written English - spelling, punctuation, grammar, syntax, and organization. **Your paper will be marked down if your writing style interferes with the information you are attempting to communicate.**

The examinations may be "curved", but generally the grading standards will be:

90 - 100 = A
80 - 89 = B
70 - 79 = C
60 - 69 = D
Below 59 = F

The final grade will be a combination of the grades on all of the work done for the course.

Reading, Tape Viewing, and Examination Sequence

The sequencing of course material is determined by the order in which the subjects appear in the tapes. Consequently, the text chapters will be read somewhat out of sequence. **You should read the text prior to viewing the associated tape.** Some of the tapes are optional, and are so noted.

The following material should be covered before the first examination on Saturday, October 11, 10 a.m.

Chapter 1, "Management and the Workplace"

Videotape I, "Managers and Their Jobs".

This videotape introduces the basic management model and discusses how to use it to think about management and management issues. Included is an interview with Joe Schmitz, President of the Exchange Bank, Gardner Illinois. The videotape touches on wide variety of topics including the social responsibility of management.

Videotape 2, "Purposeful Activity".

This videotape teaches you to gain the maximum amount from a plant tour or from observing an organization, and to organize what you have learned. You will accompany students and instructors on a tour of Landmark Industries, Inc. in Morris, Illinois.

Chapter 2, "Philosophies of Management"

Chapter 3, "The Role of Communication" Chapter 4, "Decision-making"

Videotape 3, "Development of Management Thought"

This videotape leads you through five thousand years of management history and touches on several highlights from different time periods.

Chapter 5, "Planning"

Videotape 4, "Business Planning"

In this videotape a former president of Governors State University and the former Dean of the College of Business and Public Administration join in discussing the theory and practice of planning.

Chapter 11, "Social Responsibilities and Ethics"

Videotape 5, "Social Responsibility and Ethics"

This tape introduces the topic of ethics by reviewing the bases of ethics, including religious bases, utilitarianism and the principle of distributive justice. It then discusses a problem with ethical and social responsibility issues and uses a stakeholder audit to help address those issues. How should a community handle medical waste? Where should incinerators be located? How do different groups of people feel about these issues? How do we evaluate the different perspectives?

* FIRST MIDDLE OF TERM EXAMINATION: SATURDAY, OCTOBER 11, 10 A.M. AT GSU.

* SPECIAL ASSIGNMENT DUE - BOOK/ARTICLE REVIEWS.

Chapter 6, "Organizing"

Chapter 7, "Staffing and Training"

Videotape 6, "Organizations"

This videotape deals with organization structure. How has it evolved? What type of organizations do we want? What options do we have? This videotape addresses these and other questions.

Videotape 7, "Systems for Support and Control"

This videotape returns to Landmark Industries in Morris, Illinois to examine the issue of effectiveness and how systems can be designed to evaluate effectiveness, to control operations, and to support an organization. The owners of Landmark meet with students and faculty to discuss how Landmark has addressed these issues.

Videotape 8, Optional "Management Information and Related Systems"

This tape discusses three types of control and support systems: management information systems, budgeting systems, and CPM/PERT. The class is joined by a former registrar at Governors State University who discusses a university information system.

Videotape 9, Optional "Operational Systems Management"

This tape shows and discusses how one of the videotapes in this course was produced. It is an example of a production system in a service environment. The tape examines issues such as timing, capacity, coordination and control in the making of a videotape.

Chapter 9, "Controlling"

Chapter 13, "Production/Operations Management"

Videotape 10, Optional "Human Resources Systems"

Human resources are often considered to be the most important assets of an organization. This videotape introduces a human resources manager and discusses different aspects of the job. The discussion covers some of the support systems that can be used to help manage human resources functions.

Chapter 16, "Employee Management Relations"

Chapter 18, "Human Resource Issues"

Chapter 8, "Leading"

Chapter 9, "Controlling"

Videotape 11, "Leadership"

This videotape is centered around a leadership model developed by Warren Bennis and Burt Nanus. There is a visit to the Chicago Aquarium to talk with the Assistant Director about his vision for the future and look at other people demonstrating leadership in unusual surroundings.

* SECOND MIDDLE OF TERM EXAMINATION: SATURDAY, NOVEMBER 8, 10 A.M. AT G.S.U.

* SPECIAL ASSIGNMENT DUE "SELECTING A LEADER"

Chapter 10, "Motivating and Job Performance"

Chapter 14, "Working with Groups"

Chapter 17, "Promoting Job Satisfaction and Productivity"

Videotape 12, "Empowering People/Motivation"

This videotape examines motivation and empowerment through the eyes of the District Manager of an Illinois Bell Directory Assistance Center. What does a company do to motivate and empower people in routine jobs? What are the issues? How do various alternatives relate to theory?

Videotape 13, Optional "Developing People and Their Managerial Skills"

This videotape examines careers and managers' responsibilities for developing people. The students participate in a simulated career development situation.

Chapter 15, "Managing Change and Conflict"

Videotape 14, "Managing Change"

Managing change is probably one of the most complex, yet most important issues that all managers have to face. This videotape examines how Bank One of Merrillville, Indiana addressed this issue over a ten-year period. The tape shows students, faculty, and bank officers discussing what the bank did and how similar techniques can be used elsewhere.

Chapter 12, "International Management"

Chapter 19, "Current Trends in Management"

Videotape 15, Optional "Management in the Future"

One of the reasons that managing change is so important is that we do not know what will happen in the future. Despite this, we must find ways of thinking about and anticipating events and trends that have not yet occurred. This videotape addresses these issues and then pulls together the various threads that have been developed.

* FINAL EXAMINATION: SATURDAY, DECEMBER 6, 10 A.M. AT G.S.U.

FALL 1997 TRIMESTER TELECOURSE/TELECLASS VIEWING CHART COURSES	LIBRARY VIEWING			SITE VIEWING				SALES COPIES	CABLE VIEWING CH. 29	RENTAL		
	Lansing Public Library	Mokona Comm. Pub. Library	GSU Library	Orland Park Public Library	Kankakee Comm. College	Joliet Junior College N.	Parkland College	Olivet Nazarene Univ.	GSU Bookstore	Jones Southern Suburbs	Specialty Books	RMI Media
Addictions: A Multicultural Perspective	X		X	X				X		X		
Afro-American Music (<i>From Jump Street</i>)			X							X		
The Adolescent Substance Abuser	X		X	X		X		X		X		
African Civilizations (<i>The Africans</i>)			X	X	X	X						
Anthropology in Film (<i>Faces of Culture</i>)			X							X		X
Beliefs and Believers			X					X		X		
Child Development (<i>A Time To Grow</i>)	X	X	X	X	X					X		X
Contemporary Health Issues (<i>Living With Health</i>)			X							X		X
Dealing with Diversity			X	X	X	X		X		X		
Foundations of Education	X		X	X	X			X		X		
Introduction to Marketing Management			X					X		X		
History of Civil Rights			X									X
Introduction to Management Strategies	X		X	X	X			X		X		
Literature for Children and Adolescents	X	X	X	X				X		X		
Living Literature: The Classics and You			X					X		X		
Modern American Poetry (<i>Voices and Visions</i>)			X	X	X					X		X
Modern Chinese History (<i>The Chinese</i>)	X		X	X						X		X
Native American Authors			X					X		X		
Nutrition (Nutrition Pathways)			X	X						X		X
Personality Theories			X	X				X		X		
Principles of Psychology (<i>Discovering Psychology</i>)	X	X	X	X						X		X
Production Management			X					X		X		
Schools and Society								X		X		
Seasons of Life			X									
Shakespeare: Power and Justice (<i>Shakespeare's Plays</i>)			X	X		X					X	
Social Psychology			X	X						X		
Statistics (<i>Against All Odds</i>)		X	X	X	X					X		X
Statistics for Management I			X							X		
Studies in Religion (<i>The Long Search</i>)			X								X	
Substance Abuse: Current Concepts	X		X	X	X		X	-X		X		
Substance Abuse Intervention in the Criminal Justice System			X							X		
Survey of Exceptional Students	X	X	X	X	X	X		X		X		
Survey of Music History (<i>Music in Time</i>)	X		X									
Urban Dynamics			X		X						X	
Women and Social Action			X					X		X		
World Regional Geography			X			X						X

Note: Cable programming is subject to change. For further information, please call Luke at 708/534-4088.

RMI MEDIA PRODUCTIONS, INC.
STUDENT TELECOURSE RENTAL SERVICE
GOVERNORS STATE UNIVERSITY COURSES
FALL - 1997 Television Courses

<u>GSU Course #</u>	<u>GSU Course Title</u>	<u>Telecourse Series</u>
ANTH 500	Anthropology in Film	Faces of Culture
ENGL 420	Modern American Poetry: Voices and Visions	Voices and Visions
GEOG 405	World Regional Geography: The Power of Place	The Power of Place
HIST 534	Modern Chinese History	The Chinese
HIST 544	History of Civil Rights	Eyes on the Prize
HLSC 305	Contemporary Health Issues	Living with Health
HLSC 610	Nutrition	Nutrition Pathways
PSYCH 310	Principles of Psychology	Discovering Psychology
PSYCH 512	Child Development	A Time to Grow
PSY 516	Seasons of Life	Seasons of Life
STAT 468	Statistics	Against All Odds

What will it cost?

Telecourse Video Cassette rentals are \$55.00 per course, plus \$5.25 postage and handling. These fees are non-refundable.

What's on the Tapes?

All of the program segments in the entire Telecourse are recorded on extended play videotapes. You will receive either two, three or four tapes depending on the number of segments in the Telecourse

How long do I keep the tapes?

You use the tapes for the semester in which you are enrolled in the Telecourse. You will have thirty (30) days from the conclusion of the course to return the video cassettes. If the tapes are not returned by the 30-day grace period, an additional \$55.00 will be charged to your charge card, after notification, or you will be billed an additional fee if you paid by check or money order.

How do I return the tapes?

You will be provided with a bag or box and a return label. The tapes along with the packing slip listing your name must be returned by certified mail or UPS or any courier service. We suggest that you use UPS because of its tracing capability.

How do I order the videotapes?

IT IS REALLY VERY SIMPLE....

Have the following information ready when you decided to give RMI a call to order the videotapes.

- A. The Course Name and Title of the Telecourse
- B. Have your MasterCard, Visa, American Express or Discover card number ready. You can also send RMI a check or money order. Materials will be sent on receipt of your check or money order. No shipments in advance of payment.
- C. Have your current and permanent address information available for our customer service representative.
- D. We will need to know the name of the college or university where you are enrolled.
- E. Call RMI at

1-800-745-5480 to place your order. Please expect a 10 day delivery period. Special orders will require additional fees. Order before the class begins. In that way would will avoid further delays in receiving your materials. RMI will accept orders 30 days prior to the start of the semester in which you are enrolled.

- F. Or...order your tapes using the internet - URL: <http://www.rmimedia.com>

SPECIALTY B · O · O · K · S

Governors State
University
Order Form

5833 Industrial Drive Athens, OH 45701

http://www.specialty-books.com

Phone (800) 466-1365 FAX (800) 466-7132

Please Print or Type:

Student I. D. #: _____

Name: _____

Address: _____

Phone: Home: () _____ Work: () _____

<u>Check Those Which Apply</u>	<u>Course#</u>	<u>Series Title</u>	<u>Cost**</u>
	ENGL 551	Shakespeare's Plays	\$75.00
	PHIL 311	The Long Search	\$55.00

**Cost includes a \$20.00 deposit. Refund issued upon return of tapes. Tapes must be returned by January 10, 1998.

Sub-Total: _____

Ohio Residents add 6.25% sales tax: _____

Shipping: _____
(\$5.00 per course)

Total: _____

Payment Method: Check/Money Order _____

Credit Card
(Circle One)



Name on Card: _____

Account #: _____

Signature: _____

Expiration Date: _____

100% refunds are available (exclusive of shipping charges) for unused, undamaged videotapes returned within 14 days from the start of classes or 14 days from receipt of order.