



In continued support of corporate training and development, New England College of Business is pleased to offer, at no cost, Principles of Management (MGM201), to our valued corporate partners. This 8-week undergraduate course will be offered six times per year for employees who hold a management or supervisory position and are within the first 12 months of employment or longer-tenured employees who have been promoted to a management or supervisory position in the last 12 months. Employees who successfully complete the course will receive a Certificate of Completion. Those who subsequently enroll in an NECB undergraduate degree program will also be awarded 3 credits toward the completion of the degree.

### **Course Description**

This course investigates the way that managers get things done in an organization relying on the dynamic processes of strategic planning, business development, budgeting, and operations to move their organizations forward and achieve results. The concepts and skills needed to manage effectively under constantly changing conditions are identified. The course will review a manager's skill at influencing the direction and functioning of an organization and will develop students' appreciation of these management activities and their links to employee performance. Active involvement through readings, lectures, discussion, multimedia, learning activities/assignments is required of each student.

### **Course Outcomes**

At the completion of this course, students should be able to:

- Recognize the role of a manager and how it relates to the organization's mission.
- Define management, its four basic functions and skills.
- Know critical management theories and philosophies and how to apply them.
- Recognize the concept of social responsiveness and its benefits.
- Explain the relationship between strategic, tactical, and operational plans.
- Identify the stages of team development and the skills a team must acquire to become effective.
- Recognize the part communication plays in the management function.
- Define change management and explain where it fits in the management function.
- Explain the concept of continuous change and its impact on change management.

### **Course Start Dates**

**2016:** January 4, February 29, April 25, July 5, August 29, October 24

\*The availability of the free course offer on the above start dates is contingent upon sufficient enrollment to establish a minimum cohort. Current NECB students are not eligible. NECB reserves the right to cancel the free course offer at any time. There is no required textbook. All readings are provided within the course.

## Weekly Schedule

Topic	Outcomes
<b>Introduction to Management</b> (Week 1)	<ul style="list-style-type: none"> <li>• Define management, its four basic functions, and skills</li> <li>• Describe the three contemporary management theories and how each address the rapid pace of change in business today</li> <li>• Identify the factors that make up an organization's environment and the four stages of an organization's life cycle</li> <li>• Describe how organizational culture affects managers</li> </ul>
<b>Ethics &amp; Social Responsibility</b> (Week 2)	<ul style="list-style-type: none"> <li>• Describe management's role in encouraging ethical behavior</li> <li>• Define what it means for an organization to be socially responsible</li> <li>• Recognize the concept of social responsiveness and its benefits</li> </ul>
<b>Planning and Decision Making</b> (Week 3)	<ul style="list-style-type: none"> <li>• Explain the relationship between strategic, tactical, and operational plans</li> <li>• Describe the purpose of a SWOT analysis</li> <li>• Discuss the barriers to planning</li> </ul>
<b>Organizing and Teams</b> (Week 4)	<ul style="list-style-type: none"> <li>• Explain the organizing process</li> <li>• Identify the stages of team development</li> <li>• Describe the skills a team must acquire to become effective</li> </ul>
<b>Leadership, Power and Motivation</b> (Week 5)	<ul style="list-style-type: none"> <li>• Explain the leading function</li> <li>• Identify the relationship between behaviors and motivation</li> <li>• Discuss effective leadership styles</li> </ul>
<b>Controlling and Communication</b> (Week 6)	<ul style="list-style-type: none"> <li>• Define controlling and explain its importance as a management function</li> <li>• Explain the nature and importance of communication</li> <li>• Recognize the part communication plays in the 4 management functions</li> </ul>
<b>Managing Change</b> (Week 7)	<ul style="list-style-type: none"> <li>• Define the importance of change management and explain where it fits in the four management functions</li> <li>• Explain the steps managers can take to implement planned change</li> <li>• Explain why people resist change</li> </ul>
<b>Managers as Leaders</b> (Week 8)	<ul style="list-style-type: none"> <li>• Distinguish between management and leadership roles and the priorities of each</li> <li>• Explain the concept of continuous change and its impact on change management</li> <li>• Identify the impact of continuous change on a manager's role as leader</li> </ul>

**For more information or to register for this course, please contact:**

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