

## HSB-Short Term Study Program 2023

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

### PRINCIPLES OF MANAGEMENT

Course dates: 29 May – 21 June 2023

Credit hours: 3 credit hours



#### Syllabus

|   |   |   |
|---|---|---|
| Instructor:   | Professor Dr. David Glew  |  |
|   | Cameron School of Business<br>University of North Carolina Wilmington /<br>UNCW |   |
|   | Associate Dean and Associate Professor of<br>Management                         |   |
| Email: <a href="mailto:glewd@uncw.edu">glewd@uncw.edu</a> |   |   |

Schedule: Monday-Thursday 9.30 h – 12.45 h

#### HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany  
Phone: +49-(0)421-59054163 / [ifk@hs-bremen.de](mailto:ifk@hs-bremen.de)  
[www.hs-bremen.de/short-term-study-programme](http://www.hs-bremen.de/short-term-study-programme)



**Course Description**

Study of theories, research and concepts underlying the structure and processes of complex organizations. Emphasis on problem solving issues and applications in organization design, leadership, motivation and interpersonal communications.

**Learning Objectives**

This course is an overview of management principles and practices, including the role of managers in modern businesses, how managers make decisions, and how they plan, organize, lead, and control. The purpose of the course is to help you become more effective in your roles within for-profit and not-for-profit organizations, and successfully develop and leverage the diversity within these institutions.

**Attendance**

Attendance is required at all class sessions. Absences will be penalized at 5 points each. Arriving late may also incur the loss of points, especially if it happens regularly. If you miss three class days (i.e., >25% of the 11-session course) you will automatically receive a course grade of “F”. All program tours/excursions count as a class.

**Participation (10 points)**

Participation in class discussions is valuable from a number of perspectives. Participating in class discussion provides students with 1) a deeper, more personal understanding of the concepts and 2) practice at applying concepts to real world problems. Participation will be evaluated based on the level and quality of participation. Students can earn up to 10 points in participation credit during the term by participating in discussion/asking questions/providing examples, etc.

**Exams (75 points)**

There will be three exams worth 25 points each. The exams will be non-cumulative, only covering the course material since the prior exam. The exams will consist of a combination of multiple choice and essay questions. Exam questions will be based on in-class lecture material and assigned reading.

**Group Report and Presentation (15 points)**

Students will prepare a report on a management topic with an emphasis on comparing approaches and practices across national cultures. At the end of the course, students will make a brief presentation in class of their findings and conclusions of how to manage effectively in cross-cultural environments.

**Course Grades (100 total points)**

|                     |                 |            |            |            |              |            |            |             |
|---------------------|-----------------|------------|------------|------------|--------------|------------|------------|-------------|
| <b>German Grade</b> | 1,0 – 1,5       | 1,6 – 1,9  | 2,0 - 2,2  | 2,3 – 2,5  | 2,6 – 3,2    | 3,3 - 3,5  | 3,6 – 4,0  | >4,0        |
| <b>US Grade</b>     | A               | A-         | B+         | B          | B-           | C+         | C          | F           |
| <b>Percentage</b>   | 93.0% and above | 90.0-92.9% | 87.0-89.9% | 83.0-86.9% | 80.0-82.9%   | 77.0-79.9% | 70.0-76.9% | Below 70.0% |
| <b>Description</b>  | Excellent       | Good       |            |            | Satisfactory |            | Sufficient |             |

**Classroom Climate:**

The instructors and students are expected to interact with respect and civility in order to establish a productive learning environment. Behavior in or outside the classroom that seriously detracts from the purpose of the study abroad program and/or reflects negatively on sponsoring organizations may result in a failing course grade and dismissal from the program.

**Class Material, Schedule, and Topics\***

1. Students should access the OpenStax (free) textbook at:  
<https://openstax.org/details/books/principles-management>

2. Additional course materials will provided by the instructor.

| <b>Date (yr 2023)</b> | <b>Class Topics</b>  | <b>Other</b>                                  |
|-----------------------|--|---|
| Wednesday, 31 May     | Managing and Performing<br>Managerial Decision Making                            |   |
| Thursday, 01 June     | The History of Management<br>Environment and Corporate Culture                   |   |
| Monday, 05 June       | Ethics, Corporate Responsibility, and Sustainability<br>International Management | Exam I  |
| Tuesday, 06 June      | Strategic Analysis<br>Strategic Management                                       |   |
| Wednesday, 07 June    | Organizational Structure and Change<br>Human Resource Management                 |   |
| Thursday, 08 June     | Day Trip to Hamburg  |   |
| Monday, 12 June       | Diversity in Organizations<br>Leadership   | Exam II                                       |
| Tuesday, 13 June      | Work Motivation<br>Managing Teams  |   |
| Wednesday, 14 June    | Managerial Communication<br>Organizational Planning and Controlling              | 9:30 – 12:00                                  |
| Thursday, 15 June     | Course Summary   | 9:30 – 11:00<br>Exam III<br>Group Reports Due |
| Monday, 19 June       | Group Presentations  |   |

**A Note About this Syllabus and the Instructor’s Role**

This syllabus represents the intended framework for your section of MGT 350 this term. Changes may occur in content, scheduling, grading, policy, and procedure. Any changes will be announced in class. Unforeseen circumstances or situations may arise that require the executive judgment of the instructor. The instructor maintains the final say in all course matters.

~~–The program may be subject to change–~~

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