
Business Management and Operations

School of Business - Marketing and Management Studies
Small and Medium Enterprise Management Program

Course Number: MGT 2230	Contribution to Program: Core	Educators: Cheryl Dowell dowellc@algonquincollege.com Brian Smith bsmith@pldynamics.com
Applicable Program: Small and Medium Enterprise Management	AAL: 2	Approval Date: August 2007
Course Hours: Delivered: 60 Hours Normative: 60 Hours	Prerequisites: None Corequisites: None	Approved By: Maryann Sullivan Title: Acting Chair Approved for Academic Year: 2007 – 2008

The Coordinator for SME Management is: Phil Jones
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COURSE DESCRIPTION

Throughout this **hybrid** course, students will learn the qualities of a respected manager and how to adapt these qualities to their own management style in order to positively affect an SME's bottom line by adding value and a competitive advantage. Students will also learn about teamwork and accountability, effective leadership and motivation, as well as best practices for recruitment, succession planning, training & development, performance management, and terminations. Skill shortages, baby boomer retirements, increased immigration, and sustainable business development models will be discussed to show their impact on SME's.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p>This is a vocational course that supports the Following vocational program standards:</p>	<p>This course contributes to your program by Helping you to achieve the following provincial EES program learning outcomes:</p>
<ol style="list-style-type: none"> 1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 2. Work in a manner consistent with law and professional standards, practices, and protocols. 3. Develop customer-service strategies to meet the needs of internal and external customers. 4. Apply knowledge of the human resources function to the operation of an organization. 7. Apply knowledge of operations management to the operation of an organization. 8. Apply computer skills and knowledge of information technology to support the management of an organization. 11. Apply research skills to gather and interpret available information. 12. Apply creative problem-solving skills to address business problems and opportunities. 13. Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities. 14. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment. 15. Recognize the economic, social, political, and cultural variables which impact on a business. 	<ol style="list-style-type: none"> 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. 3. Execute mathematical operations accurately. 4. Apply a systematic approach to solve problems. 5. Use a variety of thinking skills to anticipate and solve problems. 6. Locate, select, organize, and document information using appropriate technology and information systems. 7. Analyze, evaluate and apply relevant information from a variety of sources. 8. Show respect for the diverse opinions, values, belief systems, and contributions of others. 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. 10. Manage the use of time and other resources to complete projects. 11. Take responsibility for one's own actions, decisions, and consequences.

COURSE CURRICULUM

1. Course Learning Requirements/Embedded Knowledge and Skills

Course Learning Requirements	Knowledge and Skills
<p>When you have earned credit for this course you will have demonstrated an ability to:</p> <p>1. Understand what it takes to be an effective Manager</p>	<ul style="list-style-type: none"> • apply the 4 Management functions identify and apply the effects of a respected manager • discuss the competitive advantage of good management
<p>2. Understand the business environment and it's role</p>	<ul style="list-style-type: none"> • identify the macro-economic conditions (STEP) • discuss how governments regulate businesses • understand the relationship among supply, demand, and price • describe how the social and cultural environment can affect business • understand the way technology can affect business • discuss ethics in the business environment
<p>3. Understand the planning and decision making processes involved in business</p>	<ul style="list-style-type: none"> • identify the benefits and pitfalls • understand how to make goals • define the various types of planning • list the decision-making process • Identify and discuss the processes of succession planning • Describe the importance of change • explain the change tools
<p>4. Understand organizational strategies and how they are managed</p>	<ul style="list-style-type: none"> • explain SWOT analysis • describe the different organizational strategies
<p>5. Understand the need in today's world for teamwork and good communication skills</p>	<ul style="list-style-type: none"> • list team characteristics • understand team processes and conflicts • apply effective communication skills • utilize communications technology

<p>6. Obtain the skills and an understanding of Human Resource Management</p>	<ul style="list-style-type: none"> • describe the steps involved in determining HR needs • explain how different employment laws affect HR planning • identify methods of finding qualified employees • discuss methods to develop qualified workers • discuss how to use effective performance management • describe the "FISH philosophy" • explain the "Whale Done" concept
<p>7. Understand the importance of an effective leader</p>	<ul style="list-style-type: none"> • discuss the difference between managing and leading • explain the situational approaches • explain the roles in Situational Leadership
<p>8. Understand how operations plays a vital role to an effective business</p>	<ul style="list-style-type: none"> • Describe the effective of productivity • List the various methods of quality management • Explain the types of inventory and how to manage the costs of maintaining
<p>9. Understand the successes control can have in organization</p>	<ul style="list-style-type: none"> • Describe the Balanced Score Card • Identify the key control processes

2. Learning Resources

Williams, Chuck (2008). Effective Management, 3rd edition, Thomson Publishing with online ThomsonNOW.

Options:

- 1) E-Book with TNOW ISBN# **0324544308**

OR

- 2) Soft cover textbook with TNOW ISBN# **0324556330**

In-Class Activities
 On-line Activities
 Professor's Handouts
 Magazines and Newspapers

3. Teaching/Learning Methods

During this course you are likely to experience:

- lectures, group work, case studies, presentations, guest speakers, assignments, exercises and quizzes

4. Learning Activities and Assessment

Samples of learning activities include:

- summarizing lectures
- case analysis
- identify tasks, establish strategies
- preparing and delivering presentations

5. Evaluation/Earning Credit

Major Project	35 %
In-class Workshops	20 %
Online Pre-Work (<i>ThomsonNow</i>)	20 %
Midterm Assessment	<u>25 %</u>
Total	100%

Evaluation of Faculty:

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities."

To contact Professor Cheryl Dowell with any questions, comments or concerns you may have about this course please send an e-mail to: dowellc@algonquincollege.com. If you wish to set up an appointment to talk to her in person please call 1-613-727-4723 ext. 5643 to make arrangements.

To contact Brian Smith with any questions, comments or concerns you may have about this course please send an e-mail to: bsmith@pldynamics.com. If you wish to set up an appointment to talk to him in person please call (613) 829-4578 to make arrangements.

6. Prior Learning Assessment

- Portfolio approach
- Interview

RELATED INFORMATION

7. Students With Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

8. Student Academic Responsibilities

- attending classes regularly
- maintaining a written record of all class work
- knowing due dates for assignments and meeting these dates
- handing in assignments that are the student's own work (The College policy on plagiarism is stated in Algonquin College Directive "A")

To contact your Student Success Specialist, Nastia Touhlova with any questions, comments or concerns you may have, please contact her at:
touhlon@algonquincollege.com 613.727.4723 ext. 7024 Office B337d

9. MGT2230—TENTATIVE Student Workload Schedule Fall 2007

Week	Dates	Topic(s)	Chapter(s)	Pre-Work via Bb & ThomsonNow	Major Assignment - TEAM
1	Sept. 3	Introduction to course Management	1	<input type="checkbox"/> Review Bb <input type="checkbox"/> Print Course Outline <input type="checkbox"/> Print Project Outline <input type="checkbox"/> Complete Wk 1 Bb tasks <input type="checkbox"/> Complete TNow Chapter 1	- Review Major Project - Team Formation Finalized - Discuss & Develop Team Contracts
2	Sept. 10	Planning: Org. Environment & Culture Organizational Strategy * pg 129, 130 and 140 ONLY ** Pg 164 -170	2 5* 6**	<input type="checkbox"/> Complete Wk 2 Bb tasks <input type="checkbox"/> Complete TNow Chapter 2 <input type="checkbox"/> Read pages 129, 130 and 140 <input type="checkbox"/> Read pages 164 - 170	- Team Profile / Team Contract Due - Contact potential clients
3	Sept. 17	Planning: Ethics and C.S.R. Decision Making	3 4	<input type="checkbox"/> Complete Wk 3 Bb tasks <input type="checkbox"/> Complete TNow Chapters 3, 4	<i>Client Confirmed and submitted</i>
4	Sept. 24	Organizing: Designing organizations Managing Teams	8 9	<input type="checkbox"/> Complete Wk 4 Bb tasks <input type="checkbox"/> Complete TNow Chapters 8, 9	
5	Oct. 1	Organizing: Managing HR Systems Project Check-Ins	10	<input type="checkbox"/> Complete Wk 5 Bb tasks <input type="checkbox"/> Complete TNow Chapter 10	Project Check-in Mandatory Attendance
6	Oct. 8	Leading: Motivation Leadership	11 12	<input type="checkbox"/> Complete Wk 6 Bb tasks <input type="checkbox"/> Complete TNow Chapter 11 <input type="checkbox"/> Complete TNow Chapter 12	
7	Oct. 15	Leading: Communication Mid Term Review	13	<input type="checkbox"/> Complete Wk 7 Bb tasks <input type="checkbox"/> Complete TNow Chapter 13 <input type="checkbox"/> Mid Term Review	
8	Oct. 22	MID-TERM EXAM WEEK			MIDTERM 25%
9	Oct. 29	Control: Control Project Check-Ins	14	<input type="checkbox"/> Complete Wk 9 Bb tasks <input type="checkbox"/> Complete TNow Chapter 14	Project Check-in Mandatory Attendance
10	Nov. 5	Control: Managing Operations	16	<input type="checkbox"/> Complete Wk 10 Bb tasks <input type="checkbox"/> Complete TNow Chapter 16	
11	Nov. 12	Team Presentations		Mandatory Attendance	Project / Peer Evals Due 35%
12	Nov. 19	Team Presentations		Mandatory Attendance	
13	Nov. 26	Team Presentations		Mandatory Attendance	
14	Dec. 3	Team Presentations		Mandatory Attendance	
15	Dec. 7	Final Exam Week			