



MAN 290: Managing an Enterprise

This course covers the essential concepts of managing a wide range of for-profit and non-profit enterprises. Course material is presented within the context of a global-operating environment. It includes, but is not limited to, three dimensions of the successful practice of management: managing an existing enterprise, preparing for the future, and managing oneself. Research involving actual organizational situations is used. Completion of ACC 102 and MAR 101 prior to enrollment is recommended. Three lecture hours per week. Competency met: Global Awareness (5.2) Fall, Spring

Course Student Learning Outcomes

1. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment.
2. Explain the role in which management plays in today's dynamic global organization and discuss the various leadership styles that are effective in managing and motivating in these ever-changing times.
3. Explain the various ethical issues and their impact they can have on managing a competitive company.
4. Identify the current trends within the existing business market that affect managers short-term and long-term decisions.
5. Demonstrate an application of critical thinking as well as communication skills.
6. Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking.

Credits: 3

Prerequisites:

MAN 101 or permission of the Business Administration department chair.

Program: Management