

COURSE MAM3010: THE BUSINESS ORGANIZATION**Level:** Advanced**Theme:** Business Management Systems and Strategies**Prerequisite:** None**Description:** Students identify and describe organizational structures, management theories and organizations as working units. Students also explain their beliefs of what successful organizations might look like in the future.**Parameters:** No specialized equipment or facilities.**Supporting Courses:** MAM1010 Management & Marketing Basics
MAM2010 Managing for Quality**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify and assess local examples of different types of organizational structures 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a presentation of organizational charts of local businesses/organizations that present the four main organizational structures (functional, line and staff, geographical and matrix). Assess each organization's levels of management and channels of communications. <p><i>Assessment Tool</i> <i>Presentations/Reports: The Business Organization (MAM3010-1)</i> <i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	15
	<ul style="list-style-type: none"> analyze the different management theories and forecast future trends <ul style="list-style-type: none"> analyzing a minimum of three management theories, each consisting of an overview, strengths and weaknesses of each, organizational strategies for each theory, personal views of the theory they like best, and personal opinions regarding future trends. <p><i>Assessment Tool</i> <i>Presentations/Reports: The Business Organization (MAM3010-1)</i> <i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	30

COURSE MAM3010: THE BUSINESS ORGANIZATION (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • examine the purpose of the following areas in a business organization, and the roles and responsibilities for managers in each of these areas: <ul style="list-style-type: none"> – research and development – production – finance – marketing – purchasing – administration – human resources • identify why businesses succeed/fail and how organizations measure their success/failure • evaluate a current challenge facing managers in today's society 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a concept test or report consisting of the roles and responsibilities of managers in the functional areas of research and development, production, finance, marketing, purchasing, administration and human resources. <p><i>Assessment Tool</i> <i>Presentations/Reports: The Business Organization (MAM3010-1)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	15
	<ul style="list-style-type: none"> • a critique consisting of a minimum of three businesses that have succeeded and/or failed. Describe how these businesses rate success/failure and measure performance. <p><i>Assessment Tool</i> <i>Presentations/Reports: The Business Organization (MAM3010-1)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	20
	<ul style="list-style-type: none"> • a presentation of a current issue facing managers consisting of identifying the issues, the reason it is a challenge to managers, any controversy surrounding the issue, possible solutions to resolve the issue, personal views on the issue. <p><i>Assessment Tool</i> <i>Presentations/Reports: The Business Organization (MAM3010-1)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	10

COURSE MAM3010: THE BUSINESS ORGANIZATION (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • identify personal interests and opportunities as they relate to careers in large organizations • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE) Standard</i> <i>Three career profiles, all sections completed</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>10</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Organizational Structures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze the types of organizational structures including: <ul style="list-style-type: none"> – functional (organized by functions) – line and staff (organized by product line) – geographical (organized by region) – committee and matrix (organized by teams) • diagram a firm’s organization for each type of structure • research the levels of management in the managerial hierarchy for each structure • describe the channels of communications and flow of information for a variety of organizations. 	<p>Production, accounting, divisional, by product west, central, eastern, project-oriented.</p> <p>Use organizational charts.</p> <p>Top-level, mid-level, supervisory.</p>

COURSE MAM3010: THE BUSINESS ORGANIZATION (continued)

Concept	Specific Outcomes	Notes
Management Theories	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • research and critique popular theories of management including: <ul style="list-style-type: none"> – classical – scientific management – management by objectives – management by wandering around – Japanese model – total quality management – site-based management – future trends • determine and justify the best organizational structure(s) to use for each theory • determine and justify the theory (or combination of theories) that best fit the needs of present-day society. 	
Management Functions	<ul style="list-style-type: none"> • research management roles in the following functional areas and explain management tasks and responsibilities in each: <ul style="list-style-type: none"> – research and development – production/manufacturing – finance/accounting – marketing – purchasing – administration – human resources • explain how each function fits within the organization, key components of the function and characteristics of successful/effective members. 	Top-level, mid-level, supervisory (line).
Indicators of Success	<ul style="list-style-type: none"> • identify common reasons why organizations succeed/fail: <ul style="list-style-type: none"> – business organizations – retail organizations • describe how an organization can rate its success • describe how performance (owner, manager, support team) can be measured and recognized. 	For example, profit, customer/client loyalty, employee commitment/loyalty.

COURSE MAM3010: THE BUSINESS ORGANIZATION (continued)

Concept	Specific Outcomes	Notes
Professional Conduct of Organizations	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and analyze ethical challenges that affect organizations and personnel: <ul style="list-style-type: none"> – interpersonal interactions within the organization – company policies and protocols – customers interactions – business associates and competitors • describe examples of how social responsibility has been addressed/not addressed by an organization. 	Unemployment; human rights; environmental concerns regarding land, air, water.
Career Exploration	<ul style="list-style-type: none"> • analyze a variety of career opportunities related to large organizations • identify personal interests and experiences as they relate to careers in large organizations. 	Define key terms to career path/ladders, entry-level positions, mid-management, upper management.

