

# **B384 Business Management Objectives**

*Revised September 2011*

1. **PLANNING:** Analyze the management function of planning and its implementation and integration within the business environment.
  - 1.1. Discuss the importance of vision, mission, and goal setting within the context of the business environment.
  - 1.2. Discuss the role of the strategic & operational planning process.
  
2. **ORGANIZING:** Analyze the management function of organizing and its implementation and integration within the business environment.
  - 2.1. Explain the advantages and disadvantages of centralization and decentralization.
  - 2.2. Describe how an organization provides accountability by delegating authority and assigning responsibility.
  - 2.3. Compare and contrast variations of basic ownership forms (e.g., sole proprietorship, partnership, corporation, and franchise).
  - 2.4. Compare the forms of business ownership.
  - 2.5. Differentiate between tall and flat organizational structures.
  - 2.6. Describe the effects of group dynamics on group decision making and consensus building.
  
3. **LEADING/DIRECTING:** Analyze the management function of leading/directing and its implementation and integration within the business environment.
  - 3.1. Differentiate between leading and managing. [C-2, A-1] [NBEA I.C.3.]
  - 3.2. Compare and contrast leadership styles (e.g., Laissez Faire, Autocratic, Democratic). [C-4, A-4] [NBEA I.C.3.]
  - 3.3. Identify and discuss management and motivation theories that impact management (e.g., Maslow, Hawthorne Study, Scientific Management, Theories X, Y & Z). [C-1] [NBEA II.3.]
  
4. **EVALUATING/CONTROLLING:** Analyze the management function of evaluating/controlling and its implementation and integration within the business environment.
  - 4.1. Discuss the importance of the evaluating/controlling function in the business environment. [A-4] [NBEA I.D.3.]

5. PERSONAL MANAGEMENT SKILLS: Develop personal management skills to function effectively and efficiently in a business environment.
  - 5.1. Identify stressors in the business environment and determine ways to address stress in the workplace.
  - 5.2. Recognize the benefits of motivational stress.
  - 5.3. Identify effective communication skills for the business environment.
  - 5.4. Identify types of communication that are appropriate for specific situations.
  
6. ETHICS AND SOCIAL RESPONSIBILITY: Examine the role of ethics and social responsibility in decision making.
  - 6.1. Examine a business code of ethics.
  - 6.2. Identify the impact of unethical behavior on a business.
  - 6.3. Identify guidelines for ethical decision making.
  - 6.4. Identify ways in which a business organization demonstrates social responsibility toward its internal and external stakeholders.
  
7. HUMAN RESOURCE MANAGEMENT: Describe human resource functions and their importance to an organization's successful operation.
  - 7.1. Identify recruitment sources.
  - 7.2. Identify selection tools and determine why they are used (e.g., interviews, tests, and reference checks).
  - 7.3. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).
  - 7.4. Explain how orientation and training are needed for successful employee performance.
  - 7.5. Explain how and why employees are evaluated.