



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

Phipps Administration Building
Office of Instruction
345 Lakeville Road
Great Neck, New York 11020

516.441.4009
516.441.4010
Fax 516.441.4992

Curriculum Profile: College Management

<u>Department</u>	Business Department	
<u>Course Name</u>	College Management	
<u>Course Length</u>	½ year	
<u>High School Credits</u>	.5 (if student receives C or higher can receive 3 college credits through Farmingdale University)	
<u>Description</u>	In this course, students will learn basic business management concepts and terms. Students will recognize trends in entrepreneurship and discuss and understand how businesses are structured and how differently they run in order to be successful. Some concepts learned include organizational structure, social responsibility, work schedules, international management, motivation, communication, teams. Students will also implement key managerial skills in assignments and projects. Students taking this course have an opportunity to earn 3 college credits through Farmingdale University, if a student receives a C or higher in the course.	
<u>Target/eligible students</u>	10-12	
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards	
<u>Primary texts and materials</u>	<i>Essentials of Management</i> , by Andrew J. DuBrin	
<u>Scope/Sequence</u>		
<u>Unit 1- Manager's Job</u>	1. Levels of Management 2. Types of Managers 3. The 4 Managerial Functions 4. Managerial Roles 5. Management as a Practice 6. Managerial Skills 7. What Makes an Effective Manager 8. Evolution of Management	
<u>Unit 2- International Management</u>	1. Multinational Corporations 2. Trade 3. Global Outsourcing 4. Global Challenges 5. Global Leadership Skills 6. Methods of Entry-World Markets 7. Advantages and Disadvantages of Globalization	
<u>Unit 3 -Social Responsibility</u>	1. Business Ethics 2. Corporate Etiquette 3. Philanthropy 4. Stockholder vs Stakeholder 5. Corporate Social Responsibility 6. Environmental Protection	
<u>Unit 4-Work Schedules</u>	1. Job Design	

	a. Task Characteristics b. Knowledge Characteristics c. Social Characteristics d. Job Design/Job Specialization e. Flextime and Remotely Working f. Part-time vs. Full Time g. Productive Workers	
<u>Unit 5-Organization Structure and Change</u>	1. Bureaucracy 2. Departmentalization 3. Flat (Horizontal) Companies 4. Hierarchy (Vertical) Companies 5. Downsizing 6. Outsourcing 7. Decentralization 8. Six Sigma Approach	
<u>Unit 6-Communication</u>	1. Steps in the Communication Process 2. Non-Verbal vs. Verbal Cues 3. Networking 4. Organizational Learning 5. Barriers to Communication 6. Effective Communication & Listening Skills	
<u>Unit 7-Motivation</u>	1. Relationship between Motivation, Engagement and Performance 2. Maslow's Hierarchy of Needs 3. Herzberg's Two-Factor Theory 4. Goal Setting 5. Positive Reinforcement 6. Basic Model of Expectancy Theory 7. Financial Incentives-Linking Pay to Performance: Is it a Good Thing? 8. Employee Stock Options/Bonuses	
<u>Unit 8-Teams</u>	1. Types of Teams and Groups a. Self-Managed Work Teams b. Project Teams and Task Forces c. Cross-Functional Teams d. Top-Management Teams e. Virtual Teams	
<u>Additional Notes</u>	Farmingdale Course Registration site: https://admissions.farmingdale.edu/apply/	