

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 520

**COURSE TITLE**

MANAGEMENT DYNAMICS

**TYPE COURSE**

NON-FEE

**CATALOG COURSE DESCRIPTION**

This is a practical training course that spells out in step-by-step detail the functions of business and the desired behavior patterns required of supervisors, managers, administrators, and self-employed. The student will analyze his/her own personal and technical competencies and receive help in strengthening weak areas. The course includes the process of forecasting economic trends, procedures of investigating a franchise, developing expertise in hiring employees, implementing employee training and public relations programs. (FT)

**LECTURE HOURS**

3 hours per week  
(for 18 weeks)

**LABORATORY HOURS**

**ADVISORY**

NONE

**RECOMMENDED SKILL LEVEL**

NONE

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.

### INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking  
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development  
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

### COURSE GOALS

Spells out in step-by-step detail the functions of business and the desired behavior patterns required of supervisors, managers, administrators, and the self-employed. Through an analysis of his/her own personal and technical competencies, the student will master the techniques and acquire the expertise needed to strengthen any weak areas.

### COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

1. Identify the personal competencies required of all management personnel.
2. Develop a sense of values based on an acceptable code of ethics.
3. Better manage a "business empire" without confusion or delusions.
4. Practice management by preventative methods rather than by curative action.
5. Set up a public relations program based on mutual trust and good will.
6. Implement employee training programs.
7. Apply the concepts of management cybernetics effectively.
8. Explain the step-by-step process of forecasting economic trends relating to business, employment, financing, and government.
9. Identify adverse trends and recommend remedial action.
10. Develop expertise in hiring employees using verbal communication, facial expressions, and body movements.

## SECTION II

### COURSE CONTENT AND SCOPE

1. The Role of Management
2. Management's Check List
3. Personal Dynamics
4. Technical Dynamics
5. Organizational Profile
6. Professional Sales Dynamics
7. Practical Suggestions Leading to Good Management Practices

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

The student will:

1. Set goals and evaluate the achievement of these goals upon completion of the course.
2. Attend class regularly and participate in class activities.
3. Demonstrate progress through quizzes.
4. Complete two projects: (1) Personal Dynamics and (2) Management Responsibilities Check List.

METHOD OF INSTRUCTION

Lecture, guest speakers, class discussion, audio-visual aids, tests, field trips.

TEXTS AND SUPPLIES

Recommended text:

*Management Dynamics and How to be Self-Employed*

Supplies:

The instructor will provide a course syllabus and all relevant handouts and supplemental readings.

Students will need to provide a pen/pencil and notebook.

PREPARED BY Leona Plummer DATE July, 1982

REVISED BY Instructional Services/SLO's Added DATE March 6, 2014

REVISED BY \_\_\_\_\_ DATE \_\_\_\_\_

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog