

2021

## **MGMT 110 Introduction to Management and Information Strategies Fall 2021 Syllabus**

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# Introduction to Management and Information Strategies

## Course Information

MGMT 11000 – LC1 or 003 LEC

Instructional Modality – Face-to-Face

Meeting Days / Times:

Lecture 1 (LC1) – Monday 1:30 – 2:20pm Rawls 1086

Lecture 2 (LC4) – Monday 2:30 – 3:20pm Rawls 1086

Small Group LC2 – Wednesday 1:30 – 2:20pm Kran G004

Small Group LC3 – Friday 1:30 – 2:30pm Kran G004

Small Group LC5 – Wednesday 2:30 – 3:20pm Kran G004

Small Group LC 6 – Friday 2:30 – 3:20pm Kran G004

Duration: Aug 23 – Dec 11

## Instructors

Professor Heather Howard

Email: [howar198@purdue.edu](mailto:howar198@purdue.edu)

Student Consultations: Book a Zoom meeting with Prof. Howard: <http://goo.gl/FXvCYE>

Professor Annette Bochenek

Email: [ahbochen@purdue.edu](mailto:ahbochen@purdue.edu)

Student Consultations: Book a Zoom meeting with Prof. Bochenek:

<https://calendar.lib.purdue.edu/appointments/bochenek>

Professor Zoe Mayhook

Email: [zmayhook@purdue.edu](mailto:zmayhook@purdue.edu)

Student Consultations: Book a Zoom meeting with Prof. Mayhook:

<https://calendar.lib.purdue.edu/appointments/zmayhook>

Faculty Office: Krannert 326

Teaching Assistant (TA): Steven Lux

Email: [luxs@purdue.edu](mailto:luxs@purdue.edu)

For most questions (things such as assignment, grade, or due date questions), **email the TA first**. We will try to respond to any questions or concerns you may have as soon as possible.

Anticipate a response within 24 hours, if not sooner.



## Course Description

This course provides an introduction to the field of business and the different functional areas of management. Students will be able to focus on the development of their academic and professional goals. Additionally, students will build and sharpen their information-gathering skills by developing systematic methods for finding, evaluating, and presenting information. They will also be able to apply their knowledge of business in a case competition towards the end of the semester. MGMT 110 is required for freshmen in the Larsen Leaders Academy.

The Larsen Leaders Academy offers high-achieving business students a community of like-minded peers and professionals dedicated to fostering their natural aptitudes and encouraging their success.

## Learning Resources, Technology & Texts

### Lecture:

All lectures will take place in person during the course meeting times. All slides will be uploaded to Brightspace.

### Required Texts:

- Principles of Management (2010) from the University of Minnesota. (This book is online and open access; you do not need to purchase this!)  
<http://open.lib.umn.edu/principlesmanagement/>
- We will provide links to specific chapters as needed in Brightspace.

### Brightspace Pages:

LC1: <https://purdue.brightspace.com/d2l/home/343384>

LC4: <https://purdue.brightspace.com/d2l/home/343270>

## Learning Outcomes and Objectives

*Students will be able to prepare for a career in Krannert and business:*

- Identify professional development opportunities
- Formulate strategies and tactics to transition to college life
- Analyze the main areas of business to determine career interests
- Effectively manage a virtual team

*Students will be able to locate high-quality business information:*

- Effectively create a search string to efficiently locate information in web searches and databases
- Find company information, such as financials, reports, news events, etc.
- Find market/industry information
- Find business news/scholarly information



*Students will be able to use business information and fundamentals to make evidence-based decisions:*

- Distinguish the best information sources for a decision
- Demonstrate ethical attribution of sources
- Identify cultural differences in international business
- Break problems into pieces in order to create a problem-solving process
- Justify decision with appropriate business information

*Students will be able to objectively evaluate business information:*

- Justify decision with appropriate business information
- Evaluate source reliability, validity, accuracy, authority, timeliness, and point of view in order to assess source credibility
- Identify different types of bias
- Recognize different types of misinformation

## Assignments

### Individual Assignments

Throughout the course, you will have various individual assignments. These will always be announced in class and listed in Brightspace with a point value and due date.

### Group Challenges and Assignments

In addition to your individual assignments, your group will be working together on several group challenges. You will submit these as a team, and all will be graded.

### Online Quizzes

This course is taught in a semi-flipped classroom style. Students are expected to watch videos and do readings posted in Brightspace. These quizzes will cover the areas of plagiarism, article searching, market research, and company research.

### Yellowdig

We are using a Brightspace integrated social platform called Yellowdig as part of the participation in this course. Different actions taken in the platform can earn points (making a post, commenting on someone else's, receiving a comment from another user, etc.). We will provide suggestions for things to post about, but will not be mandating posts answering prompts or on specific topics. Feel free to use this space to communicate with the other members of the LLA regarding class topics, upcoming events, club callouts, or anything you think is important.

### Case Competition and Reflection

As part of this class, you will participate in a weeklong case competition. Points will be awarded for participation and on a short reflection paper.

### Plan of Study

As a final assignment, you will submit a tentative plan for your next four years here at Purdue, including the courses you will take, internships, study abroad plans, etc.



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## LLA Signature Leadership Events

In addition to the in-class activities, you are required to attend 3 of the 6 planned signature leadership events. These events are worth 15 points. For each additional event over and above the required three that you attend, you will receive three points of extra credit. The LLA Executive Board, made up of alumnae from this course, plan the events for you. They work hard to create these opportunities, so please go to these events.

- Advisors Workshop – Aug 26
- Career Fair Prep Event – Sept 16, 7:00-8:00 PM
- Social Media Management Workshop – Sept 28, 6:30-7:30 PM
- Entrepreneurship Workshop – Oct 14, 6:30-7:30 PM
- Krannert Leads – Oct 21, 6:30-8:00 PM
- Case Competition Prep Event (TBD)

## Late Policy

All course work (including, but not limited to, quizzes, individual assignments, group challenges, and the final investment pitch) must be submitted not later than the due date unless prior arrangements are made with your instructors and a new due date established. If a student submits an assignment after the due date without making arrangements, 10% will be deducted for each day the assignment is late.

## Attendance

Class attendance counts for two points per class period. This course follows Purdue's academic regulations regarding attendance, which states that students are expected to be present for every meeting of the classes in which they are enrolled. Attendance will be taken at the beginning of each class, and lateness will be noted. When conflicts or absences can be anticipated, such as for many University-sponsored activities and religious observations, you should inform us of the situation as far in advance as possible. For unanticipated or emergency absences, you should contact us as soon as possible. If you are unable to make direct contact with your instructors or are unable leave a message because of circumstances beyond your control, or in the specific cases falling under excused absence regulations, you or your representative should contact or go to the [Office of the Dean of Students website](#) to complete appropriate forms for instructor notification. Under academic regulations, excused absences may be granted for cases of grief/bereavement, military service, jury duty, and parenting leave. For details, see the [Academic Regulations & Student Conduct section](#) of the University Catalog website.

Guidance on class attendance related to COVID-19 are outlined in the [Protect Purdue Pledge for Fall 2021](#) on the Protect Purdue website.

## Points

Assignments	Points
Participation (Yellowdig, Attendance, LLA Events)	101
Quizzes	45
Group Challenges & Assignments	128



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Case Competition	45
Goal Updates	56
Individual Assignments	77
Final Plan of Study	30
<b>Total</b>	<b>482</b>

## Grading Scale

A+	(97-100%)
A	(94-96%)
A-	(90-93%)
B+	(86-89%)
B	(83-85%)
B-	(80-83%)
C+	(76-79%)
C	(70-75%)
D	(60-69%)
F	(less than 60%).

## Academic Integrity

Scholastic dishonesty (cheating) is not tolerated at Purdue University. Please refer to “Academic Integrity: A Guide for Students” at

[https://www.purdue.edu/odos/osrr/resources/documents/academic\\_integrity.html](https://www.purdue.edu/odos/osrr/resources/documents/academic_integrity.html)

Incidents of academic misconduct in this course will be addressed by the course instructor and referred to the Office of Student Rights and Responsibilities (OSRR) for review at the university level. Any violation of course policies as it relates to academic integrity will result minimally in a failing or zero grade for that particular assignment, and at the instructor’s discretion may result in a failing grade for the course. In addition, all incidents of academic misconduct will be forwarded to OSRR, where university penalties, including removal from the university, may be considered.

## Course Schedule

This schedule is subject to change. Any updates will be posted in Brightspace. Double-check all due dates in Brightspace as well.

Week	Topic	Homework/Assignments Due
<b>Week 1 Mon 8/23</b>	<b>Introduction</b> <i>Welcome to MGMT 110 / What is Business / Email Etiquette</i>	Background Survey 8/23 11:59pm Pre-Test 8/29 Goal Selection 8/29
<b>Week 1 Small Group</b>	<b>Welcome to MGMT 110 Small Group</b> <i>Group Work / Goal Development / Case Competitions</i>	Intercultural Knowledge Pre-Survey 8/29  <i>Read: 3.3: Ancient History: Management through the 1990s &amp; 1.5: Planning, Organizing, Leading, and Controlling</i>



<b>Week 2</b> 8/30	<b>Who Are Managers?</b> <i>Evidence-Based Management / Information Literacy</i>	Goal Update 9/5
<b>Week 2</b> <b>Small</b> <b>Group</b>	<b>Breaking Problems into Pieces (KWHLAO)</b> <i>Practice Group Challenge / Team Contracts</i>	Team Contract 9/5 Plagiarism Content & Quiz 9/5 Practice Group Challenge 9/5 <i>Read:</i> 11.5 Decision Making in Groups & 13.5 Organizing Effective Teams
<b>Week 3</b> 9/6	<b>LABOR DAY – NO CLASS</b>	Goal Update 9/12
<b>Week 3</b> <b>Small</b> <b>Group</b>	<b>Bias in Decision-Making</b>	Financial Literacy Assignment 9/12 Create CCO Account before Week 4 Small Group <i>Read:</i> 15.5 Financial Controls
<b>Week 4</b> 9/13	<b>Career &amp; Company Research / Accounting &amp; Finance</b>	Goal Update 9/19 Company Research Videos and Quiz 9/19
<b>Week 4</b> <b>Small</b> <b>Group</b>	<b>Accounting &amp; Finance / Krannert &amp; Purdue Opportunities</b>	Group Challenge 1 9/19 Job Fair Game Plan 9/19 <i>Read:</i> 1.3 Who Are Managers; 1.5 Planning, Organizing, Leading, and Controlling; Before You Make that Big Decision
<b>Week 5</b> 9/20	<b>History of Management</b> <i>Management and Human Resources</i>	Goal Update 9/26 Checking Bias Assignment 10/3
<b>Week 5</b> <b>Small</b> <b>Group</b>	<b>Study Abroad / Article Searching</b>	Discussion Post 9/27 Article Searching Quiz 9/26 <i>Read:</i> 15.7 Lean Controls & 15.8 Crafting Your Balanced Scorecard
<b>Week 6</b> 9/27	<b>Operations</b>	Goal Update 10/3 Group Challenge 2 10/3
<b>Week 6</b> <b>Small</b> <b>Group</b>	<b>Information Evaluation</b>	
<b>Week 7</b> 10/4	<b>Marketing</b>	Goal Update 10/10 Interview an Alum Assignment Released 10/31



<b>Week 7 Small Group</b>	<b>Market Research / Infographics</b>	Market Research Quiz 10/11  Market and Industry Research Videos and Quiz 10/10
<b>Week 8 10/11</b>	<b>FALL BREAK – NO CLASS</b>	Goal Update 10/17
<b>Week 8 Small Group</b>	<b>Economics</b>  Team Check-In	Group Challenge 3 10/17  Team Check-In 10/17  <i>Read:</i> 13.6 Barriers to Effective Teams, 5.6 Developing Strategy through Internal Analysis
<b>Week 9 10/18</b>	<b>R&amp;D, Entrepreneurship</b>	Goal Update/Optional Goal Change 10/24  Final Plan of Study Released 12/10
<b>Week 9 Small Group</b>	<b>Entrepreneurship</b>	TED Talk Assignment Released 11/21  <i>Read:</i> 3.5 Global Trends; 3.6 Globalization and Principles of Management;  <i>Watch:</i> Module1-2 of Standards are Everywhere  Standards Pre-Test / Activity 10/24
<b>Week 10 10/25</b>	<b>Strategy Guest Speaker: David Randich</b>	Goal Update 10/26
<b>Week 10 Small Group</b>	<b>Technical Standards</b>	
<b>Week 11 11/01</b>	<b>Guest Speaker – Eli Lilly</b>	Group Challenge 4 11/7  Goal Update 11/7
<b>Week 11 Small Group</b>	<b>Case Comp Prep</b>	Standards Post-Test 11/7  Case Released Friday 11/5
<b>Week 12 11/8</b>	<b>Case Comp Prep Guest Speaker – Melissa Evens</b>	Goal Update 11/14
<b>Week 12 Small Group</b>	<b>Work on Case</b>	Case Due in Pitch 11/13
<b>Week 13 11/15</b>	<b>International Business</b>	Goal Update 11/16
<b>Week 13 Small Group</b>	<b>International Business &amp; Intercultural Competencies</b>	International Business Group Discussion Post 11/21





Sat Nov 20	<b>CASE COMPETITION FINAL</b>	
Week 14 11/22	<b>THANKSGIVING WEEK</b>	Monday lecture cancelled! Case Competition Reflection 11/29 Bullshit Reflection 11/28 No Goal Update!
Week 15 11/29	<b>Intellectual Property</b>	Final Goal Check 12/5
Week 15 Small Group	<b>Intellectual Property</b>	
Week 16 12/06	<b>Course Wrap-Up</b>	Plan of Study 12/9
Week 16 Small Group	<b>Business of the Future / Course Wrap-Up</b>	Self & Peer Evaluation – End of Small Group Post Test – End of Small Group

## Expectations

You should expect that I am prepared, ready to teach, and ready to help you learn to become a more informed student. I expect that you are prepared for each week and ready to learn. Students are expected to engage with course content and participate online in Brightspace.

## Classroom Guidance Regarding Protect Purdue

Any student who has substantial reason to believe that another person is threatening the safety of others by not complying with Protect Purdue protocols is encouraged to report the behavior to and discuss the next steps with their instructor. Students also have the option of reporting the behavior to the [Office of the Student Rights and Responsibilities](#). See also [Purdue University Bill of Student Rights](#) and the Violent Behavior Policy under University Resources in Brightspace.

## Accessibility

The Disability Resource Center (DRC) is a resource for students and instructors. Students may present a “Course Accessibility Letter” to you at any point in the semester. Should you have questions about accommodations, please contact the DRC at 765-494-1247 or [email](#). In many cases, the DRC can collaborate with you to develop inclusive teaching strategies that benefit all students in your class.

## Nondiscrimination

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her



potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. A hyperlink to Purdue's full Nondiscrimination Policy Statement is included in our course Brightspace under University Policies.

## Mental Health / Wellness

**If you find yourself beginning to feel some stress, anxiety and/or feeling slightly overwhelmed, try [WellTrack](#).** Sign in and find information and tools at your fingertips, available to you at any time.

**If you need support and information about options and resources,** please contact or see the [Office of the Dean of Students](#). Call 765-494-1747. Hours of operation are M-F, 8 am- 5 pm.

**If you find yourself struggling to find a healthy balance between academics, social life, stress,** etc. sign up for free one-on-one virtual or in-person sessions with a [Purdue Wellness Coach at RecWell](#). Student coaches can help you navigate through barriers and challenges toward your goals throughout the semester. Sign up is completely free and can be done on BoilerConnect. If you have any questions, please contact Purdue Wellness at [evans240@purdue.edu](mailto:evans240@purdue.edu).

If you're struggling and need mental health services: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of mental health support, services are available. For help, such individuals should contact [Counseling and Psychological Services \(CAPS\)](#) at 765-494-6995 during and after hours, on weekends and holidays, or by going to the CAPS office on the second floor of the Purdue University Student Health Center (PUSH) during business hours.

## Basic Needs Security

Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. There is no appointment needed and Student Support Services is available to serve students 8 a.m.-5 p.m. Monday through Friday. Considering the significant disruptions caused by the current global crisis as it related to COVID-19, students may submit requests for emergency assistance from the [Critical Needs Fund](#)

## Emergency Preparation

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. Relevant changes to this course will be posted onto the course website or can be obtained by contacting the instructors or TAs via email or phone. You are expected to read your @purdue.edu email on a frequent basis.



## Disclaimer

This syllabus is subject to change. You will be notified of any changes as far in advance as possible via an announcement on Brightspace. Monitor your Purdue email daily for updates.



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