

# MANAGEMENT

**MIS03 04223**

*An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.*

*Management* expands student understanding of management. It exposes students to several types of management, including customer relationship management, human resources management, information management, knowledge management, project management, quality management, risk management, and strategic management. Economics, finance, operations, and professional development are also stressed throughout the course.

Management is an advanced course for the Business Administration Program of Study for Marketing Education

Prerequisite: Marketing I (04210) or instructor approval.

**Credit** 1 credit  
**Level** Grades 11-12

## Quarter 1

### Student Competencies

	Explain the goals of the Management course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
13.1.1	Explain the concept of management (SM:001, LAP-SM-003) (CS)
5.1.1	Take responsibility for decisions and actions (EI:075) (PQ)
12.2.1	Follow rules of conduct (PD:251) (CS)
13.1.3	Discuss the nature of managerial planning (SM:063) (SP)
11.9.2	Organize and prioritize work (OP:228) (CS)
4.4.2	Describe the nature of taxes (EC:072, LAP-EC-027) (SP)
4.5.3	Explain the concept of organized labor and business (EC:015, LAP-EC-005) (SP)
4.5.2	Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)
11.9.3	Coordinate work with that of team members (OP:230) (CS)
12.2.2	Follow chain of command (PD:252) (CS)
4.6.6	Determine the impact of business cycles on business activities (EC:018, LAP-EC-009) (SP)
12.4.5	Use time-management skills (PD:019, LAP-PD-001) (SP)
12.4.4	Demonstrate appropriate creativity (PD:012) (SP)
18.2.1	Identify methods/techniques to generate a product idea (PM:127, LAP-PM-011) (SP)
18.2.2	Generate product ideas (PM:128) (SP)

	2.1.1	Analyze company resources to ascertain policies and procedures (CO:057) (CS)
	3.1.7	Interpret business policies to customers/clients (CR:007) (CS)
	2.1.3	Defend ideas objectively (CO:061) (CS)
	3.3.2	Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
<b>Quarter 2</b>		
<b>Student Competencies</b>		
	13.1.4	Explain managerial considerations in organizing (SM:064) (SP)
	2.2.3	Select and use appropriate graphic aids (CO:087) (CS)
	8.2.3	Orient new employees (HR:360) (CS)
	8.2.1	Assist employees with prioritizing work responsibilities (HR:385) (SU)
	12.3.1	Determine the nature of organizational goals (PD:254) (SP)
	12.3.2	Ascertain employee's role in meeting organizational goals (PD:255) (SP)
	18.1.1	Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)
	18.1.2	Identify the impact of product life cycles on marketing decisions (PM:024) (SP)
	18.1.3	Describe the use of technology in the product/service management functions (PM:039) (SP)
	18.1.4	Explain business ethics in product/service management (PM:040) (SP)
	18.3.6	Identify consumer protection provisions of appropriate agencies (PM:017) (SP)
	18.4.5	Describe factors used by marketers to position products/services (PM:042) (SP)
	17.1.2	Describe the role of business ethics in pricing (PI:015) (SP)
	17.1.3	Explain the use of technology in the pricing function (PI:016) (SP)
	17.1.4	Explain legal considerations for pricing (PI:017) (SP)
	17.1.5	Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)
	2.3.7	Write inquiries (CO:040) (CS)
	11.1.1	Explain the nature of operations (OP:189, LAP-OP-003) (CS)
	11.1.2	Discuss the role of ethics in operations (OP:190) (SP)
	11.3.1	Discuss legal considerations in operations (OP:339) (SP)
	11.1.3	Describe the use of technology in operations (OP:191) (SP)
	11.6.4	Discuss types of inventory (OP:336) (CS)
	11.6.5	Manage the bid process in purchasing (OP:160) (SP)
	11.6.6	Select vendors (OP:161) (SP)
	11.6.9	Negotiate terms with vendors in business (OP:337) (SP)
	11.6.10	Maintain vendor/supplier relationships (OP:241) (SP)
	11.6.7	Evaluate vendor performance (OP:162) (SP)
	5.1.2	Manage commitments in a timely manner (EI:077) (CS)
		Semester Exam

<b>Quarter 3</b>	
<b>Student Competencies</b>	
8.1.1	Discuss the nature of human resources management (HR:410, LAP-HR-035) (CS)
8.1.2	Explain the role of ethics in human resources management (HR:411) (SP)
15.1.1	Describe the need for marketing data (IM:012, LAP-IM-012) (CS)
14.1.1	Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)
14.1.2	Explain the relationship between customer service and channel management (CM:002) (CS)
8.1.3	Describe the use of technology in human resources management (HR:412) (SP)
13.1.5	Describe managerial considerations in staffing (SM:065) (SP)
13.1.6	Discuss managerial considerations in directing (SM:066) (SP)
2.3.6	Write informational messages (CO:039) (CS)
14.1.5	Explain legal considerations in channel management (CM:005) (SP)
14.1.6	Describe ethical considerations in channel management (CM:006) (SP)
5.1.3	Explain the nature of stress management (EI:028, LAP-EI-025) (SP)
19.4.1	Identify types of public-relations activities (PR:252) (SP)
12.4.4	Demonstrate appropriate creativity (PD:012) (SP)
3.3.1	Identify company's brand promise (CR:001, LAP-CR-006) (CS)
10.2.2	Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-002) (SP)
3.3.2	Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
2.3.7	Write inquiries (CO:040) (CS)
19.9.1	Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254) (SP)
19.9.3	Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255) (SP)
<b>Quarter 4</b>	
<b>Student Competencies</b>	
19.10.2	Explain the nature of a promotional plan (PR:073) (SP)
19.10.3	Coordinate activities in the promotional mix (PR:076) (SP)
15.5.3	Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (IM:292) (SP)
15.5.4	Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (IM:293) (SP)
15.5.5	Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (IM:428) (SP)
2.3.10	Write executive summaries (CO:091) (SP)
15.1.2	Explain the nature and scope of the marketing-information management function (IM:001, IM LAP 2) (SP)
15.1.3	Explain the role of ethics in marketing-information management (IM:025) (SP)

15.1.4	Describe the use of technology in the marketing-information management function (IM:183) (SP)
15.1.5	Describe the regulation of marketing-information management (IM:419) (SP)
15.2.1	Explain the nature of marketing research (IM:010, IM LAP 5) (SP)
15.2.2	Discuss the nature of marketing research problems/issues (IM:282, IM LAP 13) (SP)
15.3.1	Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (IM:284, IM LAP 14) (SP)
15.3.2	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (IM:281, IM LAP 15) (SP)
15.3.3	Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285, IM LAP 16) (SP)
15.4.1	Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (IM:289) (SP)
15.4.2	Explain characteristics of effective data-collection instruments (IM:418) (SP)
15.5.2	Explain techniques for processing marketing data (IM:062) (SP)
15.5.4	Explain the use of descriptive statistics in marketing decision-making (IM:191) (SP)
20.1.3	Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
13.2.4	Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004) (SP)
7.5.1	Describe the need for financial information (FI:579, LAP-FI-009) (CS)
7.6.3	Describe the nature of income statements (FI:094, LAP-FI-004) (SP)
7.6.1	Describe the nature of cash flow statements (FI:091, LAP-FI-006) (SP)
7.6.2	Explain the nature of balance sheets (FI:093, LAP-FI-010) (SP)
7.7.2	Describe the nature of budgets (FI:106, LAP-FI-003) (SP)
7.4.4	Explain the nature of risk management (FI:084, FI LAP 8) (SP)
7.4.5	Explain the role of ethics in risk management (RM:041) (SP)
7.4.6	Discuss legal considerations affecting risk management (RM:043) (SP)
7.4.7	Describe the use of technology in risk management (RM:042) (SP)
7.4.8	Explain the nature of quality management (QM:001) (SP)
11.7.2	Identify quality-control measures (OP:163, LAP-OP-008) (SP)
11.7.3	Utilize quality control methods at work (OP:164) (SP)
11.7.4	Describe crucial elements of a quality culture (OP:019) (SP)
7.4.9	Discuss the nature of continuous improvement of the quality process (QM:003) (SP)
11.5.1	Explain the nature of project management (OP:158, LAP-OP-006) (SP)
13.1.2	Explain the nature of managerial ethics (SM:002) (MN)
13.1.7	Explain management theories and their applications (SM:030) (MN)
13.2.1	Explain the nature of business plans (SM:007, LAP-SM-001) (MN)
	Course Assessment
	Final Exam