

# Virginia Western Community College

## BUS 202

### Applied Management Principles

#### **Prerequisites**

BUS 200 (MKT100 and FIN215 recommended)

#### **Course Description**

Focuses on management practices and issues. May use case studies and/or management decision models to analyze problems in developing and implementing a business strategy while creating and maintaining competitive advantage. Lecture 3 hours per week.

**Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0**

#### **Required Materials**

##### **Textbook:**

Primis: Business Management Course: Applied Management Principles BUS202. (2005) Jeff Strom. McGraw-Hill/Irwin.

##### **Other Required Materials:**

1. Textbook
2. GLO-BUS access code: ISBN# 9780078112706
3. Internet access
4. Blackboard

#### **Course Outcomes**

**At the completion of this course, the student should be able to:**

- Demonstrate sound decision making in the analysis of case studies.
- Apply management concepts to real-world/case studies, including:
  - Planning
  - Organizing
  - Leading
  - Controlling
- Demonstrate an applicable understanding of the marketing concept.
- Evaluate organizational financial information for better decision making.
- Apply human resource concepts.
- Professionally present complex case information and analysis clearly.

## **Topical Description**

- Introduction: Student, Instructor, Course
- *A Guide to Case Analysis (pp1-15 & PowerPoint)*
- *Food Lion (Practice Case)*
- *GLO-Bus Simulation*
- *Group Case 1*
  - *Management*
- *Group Case 2*
  - *Marketing*
- *Group Case 3*
  - *Finance/Human Resources*
- *Group Case 4*
  - *Strategy*
- *Final Case -- GLO-Bus*

## **Notes to Instructors**

- Optional Topics: Additional Cases as time allows
- Each student should evaluate other students, however individual student grades are assigned by the instructor
- Bring in business professionals to help evaluate if possible