

Virginia Western Community College

BUS 202

Applied Management Principles

Prerequisites

BUS 200 (MKT100 and FIN215 recommended)

VCCS 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.

Semester Credits: 3

Lecture Hours: 3

Required Materials

Textbook

Business Management Principles, Primus. (McGraw Hill).

Other Required Materials:

Business Strategy Game Glo-Bus Pre-paid Access Code Card

VCCS 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.

MAJOR TOPICS TO BE INCLUDED

- Introduction: Student, Instructor, Course
- A Guide to Case Analysis (pp1-15 & PowerPoint)

- Food Lion (Practice Case)
- GLO-Bus Simulation
- Group Case 1 o Management
- Group Case 2 o Marketing
- Group Case 3 o Finance/Human Resources
- Group Case 4 o Strategy
- Final Case, GLO-Bus

Note to Instructors

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

[TITLE IX STATEMENT](#)

[ADA STATEMENT](#)