

Course: BUS 506, Principles of Management and Marketing
Class: Online, Monday 6:30pm – 9:30pm
Zoom Meeting Click to join the meeting: <https://csuci.zoom.us/j/88285582374>
Password: 776925 (please sign in with your school email “myci.csuci.edu”, “csuci.edu” for security reasons)
Instructor: Cristina Nistor, PhD
Email: cristina.nistor@csuci.edu
Office Hours: Monday 6pm – 6:30pm and 9:30-10pm

Instructor Communication Policy:

I will respond to emails within a few hours. If you need to meet with me outside office hours, please email me a desired day and time and we can find a time that works for both of us.

Course Description and Objectives

Presents an overview of the disciplines of management and marketing. Explains the basic elements of effective management and marketing practices. Combines management and marketing disciplines through graduate, seminar-style, discussion sessions. Offered with an extensive online component.

Program Learning Outcomes:

- 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct, and collaboration skills.
- 2) Demonstrate orally and in writing analytical and integrative skills in making business decisions.
- 3) Demonstrate an understanding of the global operating environment of business.
- 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments.
- 5) Demonstrate an understanding of relevant disciplines.
- 6) Demonstrate leadership skills in a variety of situations and settings

By the successful completion of this course, your course learning outcomes will be:

1. Understand core concepts, processes, and practices currently used in Management.
2. Develop the management skills necessary to observe, diagnose and influence behavior in an organizational context in order to improve performance.
3. Understand core concepts, processes, and practices currently used in Marketing.
4. Apply Marketing concepts to analyze a market opportunity and recommend a marketing strategy to address the opportunity

Course Requirements

- **Required Materials and Texts** – There is no textbook to buy for this course, all materials are available online on Canvas. You should log into myci in order to access LinkedIn Learning modules.
- **Optional Readings:** if you are interested in a more in-depth view of the material, you can try the following books: Developing Management Skills by Whetten and Cameron, Management Principles by Carpenter, Bauer and Erdogan, Principles of Marketing by Tanner and Raymond

Grading Criteria

Letter Grade	Percentage
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	60-66
F	0-59

Schedule of Assignments

All deliverables are due in Canvas by the due dates and times listed in Canvas. In case of a medical or family emergency that requires you to turn in a deliverable late, you will email me as soon as you can. Generally, anything turned in during the week (Monday to Sunday) after the deliverable is due will be graded with a **potential** for full points. Anything more than 1 week late can only earn 50% of the grade for that deliverable. If you think your emergency will render you unable to turn in a significant number of deliverables on time, please email me.

Exams and Assignments	Description	Grade	Due Date
Class Participation in Discussion	All students will actively participate in class discussions	10%	Each week
LinkedIn Certificates	Each student will earn and upload certificates	10%	See Canvas
Case Write-ups	1-2 pages of case analysis	10%	See Canvas
Online Discussion Boards	1-2 comments on discussion forums	10%	See Canvas
Midterm	3 Essays (timed)	25%	10/16
Final Project (Group)		25%	12/02
Final Project Presentation (Group)	All students will present AND discuss other projects	10%	11/27

Attendance and Participation Policy

I do not take attendance and you will not receive points for just being in class. However, participation in class discussions is required and graded, so it is best to attend class AND actively participate. This will help you understand the material as well as prepare for your future classes. Graduate courses usually involve discussion of different points of view and will require you to understand the theory, draw on your previous work and life experience and apply both to new business situations and your future career goals.

Missing one or two classes will not impact your grade, and I encourage you to review the material you missed, turn in all online assignments on time and get notes from a friend for the missed classes. If you are doing group work, please reach out to your group and be a good teammate. For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Class Recording Policy

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

Resources for Students of All Abilities

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can apply for DASS services. Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

Campus Public Health Requirements

County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19, including wearing masks properly during each class session. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

Civil Discourse

All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner" (language from Academic Senate Resolution SR 16-01, Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus

Community). In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action.

Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code. If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to [CSUCI's Academic Dishonesty Policy](#).

All written assignments will be screened using via Turnitin or some other plagiarism detection services that compare the work against a large database of past work.

Additional Student Resources

- ***Emergency Intervention and Basic Needs***

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

- ***Counseling and Psychological Services (CAPS)***

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text "Hello" to 741741); you can also email us at caps@csuci.edu or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators.

WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***Title IX and Inclusion***

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

- ***Preferred Pronouns***

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***Campus Tutoring Services***

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

- ***Digitally Accessible Course Materials--ALLY***

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact [ITS Solution Center](#) at (805) 437-8552.

****THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.*`***

Class Schedule

08/21 Introduction
08/28 Management and Managers
09/04 Labor Day- University Closed NO CLASS
09/11 Managing Others
09/18 Managing Teams
09/25 Managing Change and Innovation
10/02 Discussion of Good Management Practices
10/09 Introduction to Marketing; Exam Review

10/16 Exam (timed during class, on Canvas)
10/23 Marketing Research & Start the Final Project
10/30 Consumer Behavior
11/06 Marketing Strategy
11/13 Marketing Mix
11/20 Managing and Marketing New Products & Project Workshop
11/27 Final Presentations (papers and slides due on Canvas 12/02)