

University of Arkansas – Fort Smith

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General Syllabus

WFL 2403 Organizational Concepts

Credit Hours: 3

Lecture Hours: 3

Lab Hours: 0

Prerequisite: Consent of department head

Effective Semester: Summer I 2011

I. Course Information

A. Catalog Description

This course looks at self-organizational skills and analyzes company-wide organizational practices with an emphasis in management techniques

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

The learner will be able to :

1. Understand why goals and objectives are important to business & personal success.
2. Write objectives using the SMART model (Specific, Measurable, Attainable, Relevant, & Time-based)
3. Prioritize goals and objectives based on values.
4. Define a company's culture
5. Define a company's current organizational structure
6. Write a mission statement
7. Generate a 5-forces model
8. Perform a SWOT analysis
9. Recognize types of power and appropriate communication pathways
10. Identify core ethics involved in business situations

B. General Education

This course enhances student abilities in the following general education areas:

Communication Skills

Level: Reinforcement

Class presentations will require students to exercise skills in small group and oral communication

Global and Cultural Perspectives

Level: Reinforcement

Course exercises and assessments use true-to-life business scenarios which address issues of diversity and global business climate.

Analytical Skills

Level: Reinforcement

Students will work with and use various complex analysis tools to solve real-world business problems.

Personal Responsibility

Level: Reinforcement

Students will be required to exhibit personal responsibility and personal responsibility is a vital component of quality.

Computer Literacy

Level: Reinforcement

Students will use computer applications to support their analysis of business problems.

Social Interaction

Level: Reinforcement

Group assignments and group discussions encourage teamwork and group solutions to business problems.

Creativity

Level: Reinforcement

Course exercises and assessments require students to discover creative solutions to realistic business problems.

Quantitative Reasoning

Level: Initial Instruction

Course exercises and assessments require students to set up and solve complex mathematical functions using spreadsheet features. Discussion and explanation of certain business math formulas will be an integral part of the course.

III. Major Course Topics

- A. Setting Goals & Objectives
- B. Defining Priorities & Managing Time Effectively
- C. Defining Priorities & Managing Time Effectively
- D. Understanding Company Culture
- E. Typical Organizational Structures
- F. Strategic Development Tools: Mission Statements, Porter's 5 Force Models, SWOT Analysis, and Cost vs. Differentiation Approaches
- G. Employee Motivation
- H. Communication Pathways and Structures Necessary for The Fast Enterprise
- I. Power and Politics
- J. Conflict and Stress

- K. Human Resources Management: Performance Measures, Training & Employee Development, Compensation Considerations, and Performance Appraisals
- L. Labor Relations, Collective Bargaining, & Union Environments
- M. Ethics: A Strategic Necessity