

## **MGMT 3500 Principles of Management Business Management Analysis Project**

### **The Goals and Objectives of the Project**

Students are expected to choose a business organization (for-profit or not-for-profit) to gather information about them in terms of their approach to management (planning, organizing, leading, and controlling). There are only two requirements for a business organization to qualify for the project:

1. The business organization must have more than four employees.
2. The student must be able to find either A) a reliable online or news interview of a manager/owner of the company related to their approach to management or B) be able to interview personally (or via Skype, etc) a manager/owner of the company related to their approach to management.

Please talk to the professor about interview sources or any other requirements before the project proposal deadline. Also, if you want to request an exception for a smaller company or business, please talk to the professor before the project proposal deadline.

Specific learning outcomes include:

- The student will demonstrate an understanding of experiential-learning as a means of applying academic knowledge about management to career development.
- The student will demonstrate their understanding of the principles of management in addressing human and organizational issues in real life.
- The student will make connections with business leaders that can further their career development.

### **The Business Organization Options and Contacts**

So long as the business meets the criteria noted above, the company will be approved. If you need to discuss any exceptions or alternatives, please do so with the professor.

### **Related Assignments**

A proposal should be uploaded to D2L in the assigned Dropbox before class as noted in the syllabus and course calendar. The proposal should not exceed one page double spaced in Times Roman 12. The proposal should be well-written including full and grammatically correct sentences to address the following:

- **A brief summary of the business you have chosen and an explanation of why they meet the assignment criteria.** What do they do, why can you learn from them about business management, and how will you satisfy the interview component of the project?
- **Data Collection.** Please provide a brief description of your plans for gathering information about the business through interviews (face to face and via other formats), access to company operations data, information on-line from the library, etc.

The final paper should not exceed 5 pages and should have the following section headings Introduction, Organizational Context, Environment of the Organization, Organizational Design and Mission, Control Features and Recommendations. Specific questions to be addressed for each section header are outlined below.

Your paper will be 3 to 5 pages, double spaced, in Times New Roman 12-point font, and with no more than 1 inch margins. The page count does not include references or appendices. Your paper should be written in narrative format meaning using business style writing and full and grammatically correct sentences. It should be organized with the following sections and **using section headings**:

- **Introduction.** In this section you will provide an introductory paragraph addressing the purpose of your project and summarizing what you learned in the project.
- **Organizational Context.** In this section, you will address the history of the organization, organizational image, size, location(s) of operations, types of products and or services of the business organization.
- **Environment of the Organization.** Address internal and external environment issues. Who are the customers and suppliers of the business? Who are their competitors? What types of economic, political, legal and regulatory issues do they deal with? Any other issues related to the external environment.
- **Organizational Design and Mission.** In this section, you will address questions such as: How is the entity organized? What is the approach to leading the organization? Who are the influential people in the organization? What are the organization's mission, vision, and goals?
- **Control Features.** In this section, you will address: How does the organizational measure its progress and **success**? Provide some examples of how the organization responds to its findings from data analysis and customer/employee feedback or other examples related to its control features.
- **Recommendations.** If you were in charge, how would you improve the organization? What are the key facts that manager(s) need to focus on for business improvement?

*The following sections of the individual term paper are not included in the page count.*

- **References.** The references should be in APA format. Our librarian will help you with citations and references.

Note the plagiarism rules for your paper. This means you must use quotations marks when quoting others. ***Please don't over use quotes from your scholarly sources. Work on interpreting what you read in your own words. And Wikipedia is never, ever,***

***ever a scholarly source for your research. We will also discuss fake news throughout the course. Also, this paper should be your original work for this class.***

Grading rubrics will be explained during the progress of the course and provided in D2L.