

Business 1105
Introduction to Business
Unit 2 Learning Objectives

1. Define what management is.
2. Describe the four basic management functions: planning, organizing, leading and motivating, and controlling.
3. Distinguish among the various kinds of managers, in terms of both level and area of management.
4. Identify the key management skills and the managerial roles.
5. Explain the different types of leadership.
6. Discuss the steps in the managerial decision-making process.
7. Describe how organizations benefit from total quality management.
8. Summarize what it takes to become a successful manager today.
9. Understand what an organization is and identify its characteristics.
10. Explain why job specialization is important.
11. Identify the various bases for departmentalization.
12. Explain how decentralization follows from delegation.
13. Understand how the span of management describes the organization.
14. Understand how the chain of command is established by using line and staff management.
15. Describe the four basic forms of organizational structure: bureaucratic, matrix, cluster, and network team.
16. Summarize the use of corporate culture, intrapreneurship, committees, coordination techniques, informal groups, and the grapevine.

17. Explain the nature of production.
18. Outline how the conversion process transforms raw materials, labor, and other resources into finished products or services.
19. Describe how research and development lead to new products and services.
20. Discuss the components involved in planning the production process.
21. Explain how purchasing, inventory control, scheduling, and quality control affect production.
22. Summarize how productivity and technology are related.
23. Describe the major components of human resources management.
24. Identify the steps in human resources planning.
25. Describe cultural diversity and understand some of the challenges and opportunities associated with it.
26. Explain the objectives and uses of job analysis.
27. Describe the processes of recruiting, employee selection, and orientation.
28. Discuss the primary elements of employee compensation and benefits.
29. Explain the purposes and techniques of employee training, development, and performance appraisal.
30. Outline the major legislation affecting human resources management.
31. Explain what motivation is.
32. Understand some major historical perspectives on motivation.
33. Describe three contemporary views of motivation: equity theory, expectancy theory, and goal-setting theory.
34. Explain several techniques for increasing employee motivation.
35. Understand the types, development, and uses of teams
36. Explain how and why labor unions came into being.

37. Discuss the sources of unions' negotiating power and trends in union membership.
38. Identify the main focus of several major pieces of labor-management legislation.
39. Enumerate the steps involved in forming a union and show how the National Labor Relations Board is involved in the process.
40. Describe the basic elements in the collective-bargaining process.
41. Identify the major issues covered in a union-management contract.
42. Explain the primary bargaining tools available to unions and management.
- 43.