

**Management for Information Professionals  
(INLS 585-003)  
Spring Semester 2019  
University of North Carolina at Chapel Hill**

**Course Hours / Location**

Mondays 5:45 – 8:30 pm, Manning 304

**Faculty:**

Div Bhansali, MBA

Adjunct Faculty

email: [divb@email.unc.edu](mailto:divb@email.unc.edu)

**Office Hours:**

Available by appointment

**Course Website (on Sakai):**

<https://sakai.unc.edu/portal/site/585div1>

**Target Audience:**

Students in programs at the Master's, doctoral and post-doctoral level interested in better understanding the theory and practical application of fundamental management skills, which directly influence the success (or lack thereof) of all types of organizations.

**Prerequisites:**

Admission to a relevant UNC graduate program, or instructor permission.

**Course Description:**

This course aims to serve as an introduction to general management principles and practices, particularly as applied by information professionals working in all types of organizations. Topics include organizational strategy, planning, leadership, change and evaluation, and decision-making.

The following topics will be covered in this course:

- Discussion of the functions of management, including planning, organizing, leading, and controlling.
- An exploration of management challenges in a variety of settings, including not-for-profit, entrepreneurial, and large organizations, as well as in our society and world at large. Both successful and unsuccessful organizational practices will be reviewed.
- Essential frameworks for business strategy and organizational behavior.
- An understanding and appreciation of the role of innovation, motivation, leadership and effective communication in management today.

## Course Goals and Key Learning Objectives

At the completion of this course, students will be able to:

- Articulate key ways in which management is influenced by internal and external environments, technology and systems, and individual motivations.
- Understand the roles of planning, organizing, and leading in fast-changing organizational settings.
- Understand the managerial challenges that occur most frequently in modern organizations – and potential approaches to addressing them.

## Course Requirements

### Reading and comprehension of the text assigned for each class.

**Class participation.** This includes regular attendance, level of participation in individual and small-group activities in class, and contributions to our discussions.

**Completion of 2 article reviews.** Each student will write 2 reviews of relevant articles about management or leadership issues in a real-world setting. The review should provide a quick recap of the article, detail the key management issues presented in the article, and connect the topic to concepts discussed in this class. The article on which the review is based cannot be older than January 2017. Each review should be no longer than 500 words. Include either the full URL (if online) or the name and date of the publication at the bottom of the page.

**Case write-up.** Students will read an assigned case related to management, and provide a write-up. The goal of the write-up is to identify the key issues in the case as related to the topics covered in this course, and provide additional insights or recommendations for the organization in the case. The case write-up should be no longer than 800 words.

**Interview and analysis.** Students will conduct a one-hour informational interview with someone working in a managerial capacity, preferably in an area aligned with the student's areas of study or interest. Suggested areas of discussion include (but are not limited to) asking them about their work, important industry trends, and topics of interest to your future professional career. After the interview, students will write a summary of the experience, including background and lessons learned, and connect the interview to concepts in this class. The interview analysis should be no longer than 800 words.

For more information regarding informational interviewing, see these links:

<https://careers.unc.edu/videos/informational-interviewing-0>

<https://careers.unc.edu/students/exploring-majors-and-careers/informational-interviewing>

**Final project.** The final project will involve applying management concepts learned during this course to a real-world organizational issue. Details on the final project will be provided separately.

## Required Readings and Related Information

Textbook: Understanding Management, 10th Edition, Daft and Marcic (2017)

We will also supplement the textbook with additional readings. These will be posted or linked on the course website.

## Evaluation of Student Performance and Grading Scale

Students will be evaluated for course grades as follows:

Item	Maximum Points (% of grade)	Description
<b>Class participation</b>	25	Includes attendance and participation in class discussions and in-class activities
<b>2 Article reviews</b>	20	Written reviews of two relevant articles about management or leadership in a real-world setting. Each review should be no longer than 500 words.
<b>Case write-up</b>	15	A summary and set of recommendations related to a case provided by the instructor. No longer than 800 words.
<b>Interview + analysis</b>	15	Interview someone working in a managerial capacity, with summary + analysis of key learnings. No longer than 800 words.
<b>Final project</b>	25	In-class presentation, with slides
<b>TOTAL</b>	<b>100</b>	

Based on the current UNC grading scales, the following grades and corresponding numeric ranges are applicable for Graduate Students:

Grad Grade	Range
H	90-100
P	80-89
L	70-79
F	69 or below

## Course Schedule

<b>Dates</b>	<b>Topic</b>	<b>Reading / Assignment due</b>
<b>Jan 14</b>	Introduction to course, The World of Innovative Management	Chapter 1
<b>Jan 21</b>	<b>NO CLASS</b>	Read article: <a href="https://bit.ly/2QCVPIB">"The Leadership Principles of Dr. Martin Luther King, Jr."</a> (bit.ly/2QCVPIB)
<b>Jan 28</b>	The Environment And Corporate Culture	Chapter 2
<b>Feb 4</b>	Managing in a Global Environment	Chapter 3, <b>Article Review #1</b>
<b>Feb 11</b>	Managing Ethics and Social Responsibility	Chapter 4
<b>Feb 18</b>	Planning and Goal Setting	Chapter 5
<b>Feb 25</b>	Managerial Decision Making	Chapter 6
<b>Mar 4</b>	Organizational Structure, Managing Change and Innovation	Chapters 7 + 8, <b>Article Review #2</b>
<b>Mar 11</b>	<b>NO CLASS</b>	
<b>Mar 18</b>	Managing Human Resources and Diversity, Understanding Individual Behavior	Chapter 9 + 10
<b>Mar 25</b>	Leadership	Chapter 11, <b>Case Write-Up</b>
<b>Apr 1</b>	Motivating Employees	Chapter 12
<b>Apr 8</b>	Managing Communication	Chapter 13, <b>Interview Analysis</b>
<b>Apr 15</b>	Leading Teams	Chapter 14
<b>Apr 22</b>	Group project presentations in class	<b>Group project due</b>

No final exam during Finals week.