

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

### **General Syllabus**

#### **WFL 2403 Organizational Concepts**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: Consent of department head

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Looks at 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**

Upon successful completion of this course, the student will be able to:

1. Explain 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. University Learning Outcomes**

This course enhances student abilities in the following areas:

##### **Global and Cultural Perspectives**

Students will reflect upon and analyze business scenarios which address issues of diversity and global business climate.

**Communication Skills (written and oral)**

Students will communicate effectively with a variety of audiences. Class presentations require students to exercise collaboration skills in small group and platform skills during oral presentations.

**Analytical Skills**

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

**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