

**Course Outline (revised)**  
**wayne.smith@csun.edu**  
**[ updated: Saturday, April 28, 2007 ]**

---

**Course:** KM 631  
**Title:** *Management of Information and Knowledge Services* (3 units)

“There are five managerial roles; they are to set objectives, organize, motivate and communicate, measure, and develop people.”

---Peter Drucker (1909-2005)

**Semester:** Spring, 2007  
**Class:** #16743  
**Day/Time:** Wednesday (2<sup>nd</sup> half of the semester), 6:00pm-9:45pm  
**Location:** Bookstore 104  
**Day/Time:** Saturday (April 28), 10:00pm-5:00pm  
**Location:** Bookstore 104

**Instructor:** Wayne Smith, M.S.  
**Office:** Juniper Hall 4143 (*juniperus communis*)  
**Office Hours:** Wednesday, 4:50pm-5:50pm and by appointment  
**Phone:** 818.677.4644  
**Email:** [wayne.smith@csun.edu](mailto:wayne.smith@csun.edu) (place “[CSUN Km631]” in subject line)

**Web:** <http://ocw.smithw.org/2007spring/km631/>  
**LMS:** <http://csun.blackboard.com/>

**Textbook(s):** Silbiger, S. (2005) *The Ten-Day MBA: A Step-by-Step Guide to Mastering the Skills Taught in America’s Top Business Schools*, Collins, New York:NY

**Additional:** Additional materials are available on the public website, the CSUN Library online databases, or the private LMS. The LMS may or may not be used this semester.

**Requirements:**

*Readings.* Students are expected to complete the assigned readings by the date noted on the course outline.

*Homework.* Students are expected to turn in the homework at the beginning of class.

| <b>Date</b>   | <b>Topic</b>  | <b>Siblinger</b>                                      | <b>Due</b>                      |
|---------------|---|---|---------------------------------|
| Apr 11<br>Wed | <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Introduction to the Management Profession</li> </ul>                              |   |                                 |
| Apr 18<br>Wed | <ul style="list-style-type: none"> <li>• Budgeting and Fiscal Analysis</li> </ul>   | Accounting (p. 71)<br>Finance (p. 199)                |                                 |
| Apr 25<br>Wed | <ul style="list-style-type: none"> <li>• The Economics of Strategy</li> </ul>   | Economics (p. 287)<br>Strategy (p. 324)               |                                 |
| Apr 28<br>Sat | <ul style="list-style-type: none"> <li>• Guest Lecturer (Social Networks)</li> <li>• Management Paper Roundtable and Roundtable Discussion</li> </ul> |   |                                 |
| May 2<br>Wed  | <ul style="list-style-type: none"> <li>• Marketing and Customer Relationship Management</li> </ul>  | Marketing (p. 1)                                      | Individual case paper (outline) |
| May 9<br>Wed  | <ul style="list-style-type: none"> <li>• Project Management and Service Quality</li> </ul>  | Quantitative Analysis (p. 159)<br>Operations (p. 253) |                                 |
| May 16<br>Wed | <ul style="list-style-type: none"> <li>• Supervision and Organizational Behavior</li> </ul>   | Organizational Behavior (p. 119)                      |                                 |
| May 23<br>Wed | <ul style="list-style-type: none"> <li>• Innovation, Creativity, and Change Management</li> </ul>   |   |                                 |
| May 30<br>Wed | <ul style="list-style-type: none"> <li>• Leadership and Values</li> </ul>   | Ethics (p. 60)  | Individual case paper (final)   |