

## Why MGT 360? Why Management and Organizational Behavior?

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**Course:** MGT 360

**Title:** Management and Organizational Behavior (3 units)

“Nothing is more fairly distributed than common sense; no one thinks he needs more of it than he already has.”

---René Descartes (1596-1650)

| Core Academic Disciplines and Key Business Functions | Core Concept                    | Examples of the contribution of Management and Organizational Behavioral Concepts  |
|--|---------------------------------|--|
| <i>FIN 303</i><br>(Financial Management)             | Fiduciary Responsibility        | The internal organizational culture needs to be sufficiently <b>motivating</b> to ensure accountability by all individuals.              |
|  | Meeting Capital Requirements    | The annual and multi-year budgeting process requires multiple <b>controlling</b> systems to ensure timely and accurate feedback.         |
|  | Structuring Market Investments  | The <b>strategic planning</b> goals (and objectives and mission and vision) and consequences need to be well-understood and very clear.  |
| <i>MKT 304</i><br>(Marketing Management)             | Consumer Behavior               | Understanding what external customers find <b>motivating</b> requires diligent study and innovative thinking at all times.               |
|  | Product Development and Sales   | The <b>organizing</b> (in all of its subtle dimensions) of the Marketing and Engineering functions needs to be designed.                 |
|  | Public/Community Relations      | To take a <b>leading</b> role in the market and the community, we must articulate our vision, mission, and core values exceedingly well. |
| <i>SOM 306</i><br>(Operations Management)            | Project Management              | <b>Staffing</b> the right individuals at the right time in the right structure is exceedingly difficult, but crucial.                    |
|  | Optimal Allocation of Resources | The <b>operational planning</b> goals and consequences need to be well-understood and very clear.  |
|  | Continuous Quality Improvement  | The first challenge is <b>coordinating</b> a consistent, organizational-wide definition of the word “quality.”                           |