

TEACHING MANAGEMENT AS ART, SCIENCE AND CRAFT: ALIGNING COURSE CONTENT WITH MANAGEMENT PERSPECTIVE.

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ABSTRACT

Management is some combination of science, art and craft. Science depends on theory development and the subsequent, analysis and application. Art manifests itself as innovation, which follows from inspiration and creativity. Craft is knowledge and abilities developed by experience. The difficulty for management faculty is giving significant attention to each of these three perspectives without short changing the others. In some manner the perspectives overlap, however they are also quite different. No one exercise or pedagogical technique is adequate for examining all three perspectives. In this paper we propose a strategy of using a variety of course elements. By thoughtfully matching the course elements with one or more perspectives the student gets a well-rounded and more complete view of management.