

BUSI1007(E, F, G & H): **Principles of Management**
(Semester 2 2008-2009)
Year 1

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Course Description

This course introduces the basic topics of management. It provides the students with an understanding of what the job of a manager involves. In addition to covering the basic theoretical concepts, the course also allows the students to have some hands-on practice as an effective manager.

Course Objectives

1. Cover the basic concepts of management
2. Identify the key competencies needed to be an effective manager
3. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings
4. Develop the students' ability to work in teams

Intended Learning Outcomes

By the end of the course, students should be able to:

- 1a. Demonstrate critical thinking when presented with managerial problems
- 1b. Express their views and opinions on managerial issues in an articulate way
- 1c. Understand the major internal features of a business system and the environment in which it operates
- 2a. Identify and explain the importance of the management process
- 2b. Identify some of the key skills required for the contemporary management practice
- 2c. Explain how management initiatives can add value to the bottom line
3. Conduct topic and case analysis to apply theoretical concepts
4. Prepare and present structured presentations and reports

Text Book

Robbins, S.P. & Coulter, M., Management, Prentice-Hall, 2009, (10th Edition).

Syllabus#:

Session 1: Introduction to Management

- Session 2: Management History
- Session 3: Organizational Culture and Environment
- Session 4: Decision Making
- Session 5: Strategic Management
- Session 6: Managers and Communication
- Session 7: Managing Teams
- Session 8: Organizational Structure & Control
- Session 9: Managing Change
- Session 10: Motivating Employees
- Session 11: Leadership I
- Session 12: Leadership II

#Subject to changes

Assessment

Class Participation	20% *
Individual/Group Assignment(s)	20%
Group Term Paper	30%
End of Term Test/Examination	30%
Total	100%

*Please note: As class participation forms an integral part of your assessment and continuous learning. We encourage all students to take an active role in all seminar discussions.

Remarks

Please note that you must be present in class for at least the first few weeks in order that you will be assigned to a group for group assignments and term paper.