

University of Hong Kong
School of Business
Semester 1 2009-2010

BUSI1007E Principles of Management

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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

Alignment of Program and Course Outcomes

Program Learning Outcomes	Course Learning Outcomes
Acquisition and internalization of knowledge of major business disciplines	1a, 1c, 2a, 2b, 2c
Application and integration of knowledge	1a, 1b, 3
Inculcating professionalism and leadership	1b,2c
Developing global outlook	1a,1c,2b
Mastering communication skills	1b, 4

Teaching and Learning Activities

We meet twice every week for a total of 3 hours. Class format is a combination of short lectures, discussions and activities. In other words, do not expect to just come and take notes. You have to actively participate in the class discussions and activities. In the third or fourth week, you will be assigned to a group and then work in the same group throughout the semester. Besides in-class and other group assignments, there is also a term paper for the group. **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.** To avoid having free-riders in your group, a peer-evaluation will be conducted at the end, so that you will have a chance to evaluate each of your group-mate's performance and contribution to the group. Your final grade might be adjusted according to the ratings of you and comments from your peers.

Assessment

Assessment will be a combination of the followings:

Class Participation	20%*
Individual/Group Assignment(s)	20%
Group Term Paper (8-10 pages)	30%
End of Term Test	30%
Total	100%

* Please note that class participation forms an integral part of your assessment. You are encouraged to actively participate in all classroom discussions and activities. In order to be a good manager, you need to be outspoken and show great initiative in your work performance.

Learning Outcomes	Teaching and Learning Activities	Assessment
Demonstrate critical thinking when presented with managerial problems	Lectures, discussions, individual/group assignments, group term paper	Class participation, individual/group assignment, group term paper, term test
Express their views and opinions on managerial issues in an articulate way	Lectures, discussions, individual/group assignments, group term paper	Class participation, individual/group assignment, group term paper, term test
Understand the major internal features of a business system and the environment in which it operates	Lectures, discussions	Class participation, individual/group assignment, group term paper, term test
Identify and explain the importance of the management process	Lectures, discussions, individual/group assignments, group term paper	Class participation, individual/group assignment, group term paper, term test
Identify some of the key skills required for the contemporary management practice	Lectures, discussions, individual/group assignments, group term paper	Class participation, individual/group assignment, group term paper, term test
Explain how management initiatives can add value to	Lectures, discussions, individual/group assignments, group term	Class participation, individual/group

the bottom line	paper	assignment, group term paper, term test
Conduct topic and case analysis to apply theoretical concepts	Discussion, individual/ group assignments, group term paper	Class participation, individual/group assignment, group term paper, term test
Prepare and present structured presentations and reports	Discussion, group term paper	Individual/group assignment, group term paper

Text Book

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

Class Schedule *

Week	Date (Week of)	Topic(s)	Assigned Readings [#]	Remarks
1	Sep 1	Introduction to Management	Ch. 1 HP Case	
2	Sep 8	Management History	Ch. 2	
3	Sep 15	Organizational Culture and Environment	Ch. 3	
4	Sep 22	Decision-making	Ch. 6	
5	Sep 29	Strategic Management	Ch. 8	Oct 1 (Thur) Holiday: No Class
6	Oct 6	Strategic Management (Re-visited)		Assignment 1 Due
7	Oct 13	Reading Week		Reading Week: No Class
8	Oct 20	Managers and Communication	Ch. 14	
9	Oct 27	Managing Teams	Ch. 11	
10	Nov 3	Organizational Structure & Control	Ch.9 & 17	
11	Nov 10	Managing Change	Ch 12	Assignment 2

				Due
12	Nov 17	Motivating Employees	Ch. 15	
13	Nov 24	Leadership	Ch. 16	

* Subject to changes

Additional readings/assignments will be distributed in class

Continuing Case

A continuing case on HP (see reference below) will be used to illustrate the different topics covered. You are expected to have read the case at the beginning of the course so that discussion based on the case materials can be conducted throughout the semester. The case is also used as a sample for your group term paper, which is also a case analysis to investigate various management topics.

Topic for Group Term Paper

Now that you have learned a lot of the basic management theories and concepts, it is time to see how they can all be brought together to work. With reference to the case study on the HKCAA (see reference below), discuss what management theories have been applied in the situation. Guiding questions will be distributed later. To avoid having free-riders in your group, a peer-evaluation will be conducted at the end, so that you will have a chance to evaluate each of your group-mate's performance and contribution to the group. Ratings of you and comments from your peers will be taken into account when determining your final grade.

Your paper should **NOT** be longer than 10 pages (12-point font and double-spaced). It is due on or before **Dec 1 Tuesday (5:00 p.m.)**. No late assignments will be accepted.

Standards of Assessment

Grade	Performance
A+, A, A-	Very active participation in class and web discussions. Provide accurate analysis to all problems and issues covered and discussed; and give detailed and insightful responses to all questions
B+, B, B-	Active participation in class and web discussions. Provide accurate analysis to most problems and issues covered and discussed; and give detailed responses to most questions
C+, C, C-	Moderate participation in class and web discussions. Provide accurate analysis to a few problems and issues covered and discussed; and give detailed responses to a few questions
D+, D	Inactive participation in class and web discussions. Provide inaccurate analysis to most problems and issues covered and discussed; and give unclear responses to most questions
F	Inactive participation in class and web discussions. Provide inaccurate analysis to almost all problems and issues covered and discussed; and give poor responses to almost all questions

Academic Dishonesty

The university regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

References

HP at a Strategic Crossroad: 2005 (2005). Centre for Asian Business Cases, School of Business, the University of Hong Kong.

HKCAA: Organisational change and repositioning of a quasi government institution (2007). Centre for Asian Business Cases, School of Business, the University of Hong Kong.

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