

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business
BUSI1007G, H, I, and J -- Principles of Management
2011-2012 Second Semester**

I. Information on Instructors:

Instructor	Email	Phone	Office
Dr. Derek Man	dman@business.hku.hk	2859-1121	MW 512

II. Course Meeting Time:

Each course meets three hours weekly from January 16 to May 26, 2012 excluding the reading week (Mar 5-10, 2012) and university holidays. The class meeting time of each course is listed below:

Course	Time
BUSI 1007G	Tue 10:30 – 11:25 & Wed 13:00 – 14:55
BUSI 1007H	Tue 11:30 – 12:25 & Thur 10:30 – 12:25
BUSI 1007I	Tue 14:00 – 14:55 & Thur 14:00 – 15:55
BUSI 1007J	Tue 15:00 – 16:55 & Thur 16:00 – 16:55

III. Course Description and Objectives:

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

Course Prerequisite

This introductory course is designed for undergraduate students with no or limited background in management.

Textbook

Stephen P. Robbins & Mary Coulter, Management, 11th Edition, Pearson Global Edition, 2012. (available in HKU bookstore)

IV. Course Learning Outcomes (CLOs):

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

CLO1. Demonstrate critical thinking when presented with managerial problems and express their views

- and opinions on managerial issues in an articulate way
- CLO2.* Understand the major internal features of a business system and the environment in which it operates
- CLO3.* Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice
- CLO4.* Conduct topic and case analysis to apply theoretical concepts
- CLO5.* Prepare and present structured presentations and reports

V. Alignment of Program and Course Outcomes:

Program Learning Outcomes	Course Learning Outcomes
1. Acquisition and internalization of knowledge and skills in key functional areas	CLO1, CLO2, CLO3
2. Application and integration of business knowledge	CLO2, CLO3, CLO4
3. Inculcating professionalism and leadership	CLO1, CLO4
4. Developing global outlook	CLO2
5. Mastering communication skills	CLO4, CLO5

VI. Teaching and Learning Activities:

- Lectures*
Interactive lectures on major concepts and issues with PowerPoint slides are conducted. Students will be invited to share their view and experience in applying the concepts.
- In-class discussion*
Discussion questions will be provided to encourage a group or individual student to participate in discussions and share views.
- Videos*
Students are required to discuss specific sets of questions based on the videos shown in class.
- Individual Assignments*
Students are to submit self-evaluations and in-class assignments.
- Group Projects and Case Analysis*
Students are divided into groups and are required to meet outside the class, discuss and analyze assigned readings and cases, and submit written reports.
- End-of-term test*
A short test will be conducted at the end of the term.

VII. Assessment:

1. Individual Attendance and Participation	20%
2. Group Presentation & Project(s)	20%
3. Group Case Analysis	30%
4. End-of-Term Test	30%
Total	<u>100%</u>

Peer Evaluation for Group Work

In normal cases, each individual group member receives the same total score for his/her group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts

and contribution to the group work. At the end of the semester, each student will be asked to submit a self- and peer-evaluation form.

Late Assignment Policy

All assignments are required to be submitted on or before the specified due date and time. No late assignments will be accepted.

VIII. Standards for Assessment:

1. Individual Attendance and Participation (20%)

Attendance will be taken for the lectures. The attendance and individual sharing in class will be considered in assigning points for attendance and individual participation.

Grading Criteria

CLO	CLO 1, CLO 4
A+, A, A-	Extremely well prepared for class discussion, active in sharing views, and attended at least 90% of classes
B+, B, B-	Partially prepared for class discussion, quite active in sharing views, and attended at least 80% of classes
C+, C, C-	Not well prepared for class discussion, limited active in sharing views, and attended at least 70% of classes
D+, D	Not well prepared for class discussion, no sharing of views, and attended at least 60% of classes
F	Never prepared for class discussion, no sharing of views, and attend less than 50% of classes

2. Group Presentation / Project(s) (20%)

Students are divided into groups and are required to lead and undertake management-related discussions and project. Each group will summarize a weekly assigned supplementary reading and educate the whole class on the management topic(s) discussed. The group will deliver a 20-minute presentation and submit a summary to be distributed to the whole class. The group presentation will be evaluated based on five criteria (i.e., presentation style, content coverage, articulation on critical issues, use of concepts discussed in class, quality of interaction at the Q&A session). In determining the grade, input from other groups' evaluation and their questions are being considered.

Grading Criteria

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	Professional presentation style, comprehensive content coverage, well-articulated on critical issues, effective use of management concepts, and quality interaction with audience.
B+, B, B-	Decent presentation style, appropriate content coverage, clear discussion of critical issues, moderately effective use of management concepts, and acceptable interaction with audience.
C+, C, C-	Mediocre presentation style, limited content coverage, marginally acceptable discussion of critical issues, infrequent use of management concepts, and limited interaction with audience.
D+, D	Weak presentation style, key content omitted, unclear focus on critical issues, very limited use of management concepts, and poor interaction with audience.
F	Unacceptable presentation style, questionable content coverage, omitting critical issues, zero use of management concepts, and no interaction with audience.

3. Group Case Analysis (30%)

Each group will be required to submit written analysis of assigned case materials. This is designed to assess students' (1) analytical skill to identify critical issues and problems, (2) application of relevant management concepts and theories to analyze the situations and formulate creative and feasible solutions relevant to contexts, and (3) the effectiveness of written communication and working in a team. The topics will be mainly related to managerial functions like planning, organizing, controlling, decision making, communication and leadership. The following grading criteria are applied:

Grading Criteria

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	All key management issues are identified, insightful and detailed analyses, sufficient supports with relevant data/facts, effective application of management concepts and theories, well thought-out and feasible recommendations, and excellent writing.
B+, B, B-	Most of the key management issues are identified, generally insightful and detailed analyses, appropriate use of relevant data/facts, acceptable application of management concepts and theories, generally logical and feasible recommendations, and decent writing.
C+, C, C-	A few key management issues are identified, somewhat insightful and detailed analyses, insufficient use of relevant data/facts, limited application of management concepts and theories, mediocre and infeasible recommendations, and marginally acceptable writing.
D+, D	Less important management issues are identified, analyses lack a clear focus and consistency, limited use of relevant data/facts, little application of management concepts and theories, recommendations not well-thought out and not practical, and poor writing.
F	Key management issues are entirely overlooked, poor analyses with no consistency in logics, absence of relevant data/facts, no application of management concepts and theories, poor recommendations, and unacceptable writing.

4. End-of-Term Test (30%)

The end-of-term test will be cumulative and closed-book. The test will be used to assess students' (a) understanding of key management principles, and (b) concepts application of the learned knowledge and theories. The final examination consists of multiple choice questions only. Students should choose one best answer for each question and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will have zero point.

Grading Criteria

CLO	CLO 2, CLO 3
A+, A, A-	90-100% of the responses are accurately and clearly marked.
B+, B, B-	80-89% of the responses are accurately and clearly marked.
C+, C, C-	70-79% of the responses are accurately and clearly marked.
D+, D	60-69% of the responses are accurately and clearly marked.
F	Less than 60% Fail of the responses are accurately and clearly marked.

Course Final Grade

Individual students' final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment criteria above. That is,

Course Final Grade = Individual Attendance and Participation (20%) + Individual Assignments (20%) + Group Projects and Case Study (30%) + End-of-Term Test (30%)

IX. Academic Conduct

The University Regulations on academic dishonesty will be strictly enforced! Academic dishonesty include, but is not necessarily limited to, the following types:

Plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.

Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).

X. Course Topics

(Please refer to the course schedule provided by the instructor of specific session for details.)

	Topics
1	Introduction to Management <ul style="list-style-type: none">○ What is management?○ Management history
2	Macro Business Environment <ul style="list-style-type: none">○ Organizational constraints and challenges○ Organizational culture○ Strategic management
3	Managerial Skills <ul style="list-style-type: none">○ Decision making○ Organizational design○ Managerial communication○ Motivating employees
4	Leadership <ul style="list-style-type: none">○ Managers as leaders○ Key theories of leadership○ Controlling