

BUS10306 Management

Credit Units : 3

Level : A1

Medium of Instruction: English

Course Aims

This aim of this course is to provide students with an overall understanding of management theory and practice. It helps students to appreciate and analyze the factors and forces involved in making organisations and people work effectively and efficiently.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

1. Identify the functions of planning, organizing, leading and controlling;
2. Apply key management concepts to management practices in organizations and in people's daily lives in an ethical and socially responsible manner;
3. Analyze the impact of environment (economics, legal, cultural, political etc) on organizations and their management;
4. Describe some contemporary and topical issues in management; and
5. Apply skills like critical thinking, inquiry techniques, problem solving and communication in developing as a potential manager.

Keyword Syllabus:

Introduction to Management

Definition of management; Definition of organization; Difference between managers and operative employees; Levels of management; Managerial roles and skills; Reasons for studying management; Effectiveness vs. efficiency.

The Management Environment

The task environment; The general environment; The global environment; Impact of the management environment on an organization and its management.

Ethics and Social Responsibility

Meaning of ethics and social responsibility; Ethical reasoning; Sources of ethics; Approaches to social responsibility.

Making Decision

Individual decision-making; The decision-making process; The rational decision-making model; Limits to rationality; Group decision-making; Decision-making in our daily lives.

Planning

Planning defined; Benefits and problems of planning; Types of plans; Management by objectives; Planning in our daily lives.

Organizing Company Structure

Elements of organizational structure; Factors effecting organizational structure; Types of structure and their advantages and disadvantages.

Leading Employees through Motivation and Communication

Definition of motivation; Early and contemporary motivation theories; Impacts of culture on motivations; The communication process; Barriers to communication; Ways to overcome communication barriers; Impacts of culture on communication.

Controlling

Meaning and importance of control; The control process; Types of control; Qualities of an effective control system; Contingency factors in the design of control systems.

Business Functions

Managing human resources; Managing marketing; Managing production and services operations; Managing finance.

Basics of Organization Behaviour

Basic concepts of organizational behaviour

Contemporary Management Concepts and Techniques

Contemporary management concepts and techniques such as business process engineering, supply chain management, knowledge management, and others.

Pre-requisites: Nil**Pre-cursors:** Nil**Equivalent Courses:**

CM10331 Business Management or

CM10332 Principles of Management or

CM10306 Management

Exclusive Courses: Nil**Course Duration:** One Semester**Teaching and Learning Activities (TLAs)***(indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

Types of TLAs	Hours per week (if applicable)
Lecture – focus on the introduction and explanation of key management concepts, with illustrations by referring to current management issues whenever appropriate	2
Tutorial - provide students with the opportunity to apply the concepts and theories acquired in lectures to real life management issues. Activities include student presentations and discussion of cases and problems.	1

Assessment Tasks/Activities*(indicative of likely activities and tasks designed to assess how will the students achieve the CILOs. Final details will be provided to students in their first week of attendance in their course)*

Type of assessment tasks/activities	%	Remarks
Coursework, including:	40%	
i. Group presentation and leading discussion	10	Make presentation and lead discussion in tutorial sessions.
ii. Group project	20	Conduct a real life case study analysis on topical local management issues with research into the content and context of the issue, with theory-based recommendations for improvements.
iii. Test	10	Short and/or multiple choice questions to test knowledge and understanding of management concepts and practices.
Examination	60%	A two-hour written examination (with essay type and/or multiple choice questions) to assess the abilities to apply theories/concepts and general knowledge in management.

Assessment Schedule (on the basis of Assessment Tasks / Activities identified above)

Examination (%): 60%

Duration (Hrs): 2

Coursework(%): 40%

Participation(%): Nil

Grading Mode: Standard

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