

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Principles of Management					
2.	Course Code: BBA 1564					
3.	Name(s) of academic staff: Kng Kok Eng					
4.	Rationale: It is important for the students to have overall understanding in the knowledge of management. The course consist of the knowledge delivery, practical skills training, problem solving skills training and cultivation of the ability of thinking, analysing and practising the theory learned. The course will educate the students from the basic conceptual theory to practical application.					
5.	Semester and Year offered: Semester 1 Year 1					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 48	T 12	P -	O 4	160
7.	Credit Value: 4					
8.	Prerequisite (if any): Nil					
9.	Objectives: This course aims to expose the students to; <ul style="list-style-type: none"> • Basic management principles in organizations. • Learning the various theories and types of plans in management. • Understanding the various challenges and issues in management. 					
10.	Learning outcomes: At the end of the semester the students will be able to: <ul style="list-style-type: none"> • demonstrate effective critical thinking as applied to the analysis of business problems. • develop core management skills and understanding of key concepts: • design adaptive organizations. • apply methods used to recruit, organize, direct, and evaluate employees. • explain leadership theories and their application to specific business situations. • handle teamwork, group dynamics, conflict and communication as applied to effective management. 					
11.	Transferable Skills: Development of transferable skills such as management skills, effective group work, leadership skills, and knowledge in approaches to problem-solving.					
12.	Teaching-learning and assessment strategy Class Participation, Assignments, Team Work, Case Studies, and Presentation.					

13.	<p>Synopsis:</p> <p>In many areas of businesses, administration or social functions, management efficacy plays a very important role to ascertain success. Students devoid of exposure to management fundamentals or skills may find themselves out of place in institutions they work in when they graduate. The course provides quite a broad overview of some of the issues and challenges in people and organizational management focusing on fundamentals in human resource management, planning ,organizing, leading, motivating, communicating, controlling and operations management.</p>																										
1.	Mode of Delivery: Lectures, incubator works, group projects assignments, self-study, placement programs, consultation, presentation.																										
2.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Class Participation</td> <td style="width: 20%;"></td> <td style="width: 20%; text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td></td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project</td> <td></td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Paper and Presentation</td> <td></td> <td></td> </tr> <tr> <td>Final exam</td> <td></td> <td style="text-align: right;">40%</td> </tr> <tr> <td></td> <td style="text-align: center;">-----</td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td style="text-align: right;">100%</td> </tr> </table>						Class Participation		10%	Continuous Assessment, Assignments and Tests		20%	Case Studies, Seminar, Project		30%	Paper and Presentation			Final exam		40%		-----		Total		100%
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Total		100%																									
3.	Mapping of the course/module to the Programme Aims NA																										
4.	Mapping of the course/module to the Programme Learning Outcomes: See attached																										
18.	Content outline of the course/module and the SLT per topic:																										
		Delivery				GL	NGL																				
	Topics	L	T	P	O	Hour	Hour	SLT																			

	<p>1. Introduction to Management</p> <ul style="list-style-type: none"> • Define Management • Outline the history of management • Understand on what is organization • Explain the functions of management in organization • Differentiate between efficacy and effectiveness • Understand managerial levels in organizations • Explain the role of managers in organizations • Describe the skills required by managers and how they differ according to managerial level <p>Understand and explain organizational environment and cultures</p>	4	1	-	-	5	8	13
	<p>2. Ethics and Social Responsibilities of Management</p> <ul style="list-style-type: none"> • Define ethics • Understand on what is code of ethics • Describe the most common types of ethical issues managers confront • Describe ethical and unethical workplace behaviour • Explain on how do ethical dilemmas complicate the workplace • Define organizational social responsibilities • Understand and explain on how do organizations and government work together in society 	4	1	-	-	5	8	13

	<p>3. Planning</p> <ul style="list-style-type: none"> • Define planning • List down several benefits of planning • Explain how to make a plan that works • Identify the various types of plans and how they are categorized • Understand what are the useful planning tools, techniques and processes • Understand on what is management by objectives (MBO) and identify its common elements 	4	1	-	-	5	8	13
	<p>4. Organizing</p> <ul style="list-style-type: none"> • Define strategic management • Define organizational strategy and explain the various levels of strategies. • Explain the strategic management process • Discuss the components of a SWOT analysis. 	4	1	-	1	6	8	14

<p>5. Introduction to Human Resource Management</p> <ul style="list-style-type: none"> • Define human resource management • Understand the human resource management process <ul style="list-style-type: none"> ○ Human resource planning ○ Recruitment ○ Selection ○ Training ○ Performance appraisal ○ Compensation ○ Retention and turnover 	4	1	-	-	5	8	13
<p>6. Leading</p> <ul style="list-style-type: none"> • Define leadership • Identify the important leadership traits and behaviours • Understand the contemporary theories of leadership <ul style="list-style-type: none"> ○ Fielder contingency model ○ Path goal model ○ Leader participation model ○ Transactional and transformational leadership • Understand the current issues in leadership development. • Understand the concept of power • Describe the sources of power in organizations. 	4	1	-	-	5	8	13

	<p>7. Teams and Work Teams</p> <ul style="list-style-type: none"> • Understand on how teams contribute to organizations • Describe the five stages of team development • Explain what are team norms and team cohesiveness • Identify common types of work teams • Understand the factors that shape team norms and influence team cohesiveness • Describe the characteristics of high performing work teams • Explain how organizations can create team players 	4	1	-	1	6	8	14
	<p>8. Managing Employee Attitudes and Well-Being</p> <ul style="list-style-type: none"> • Describe the effect of emotions and attitudes on employee behaviour • Explain how job satisfaction relates to customer service and satisfaction • Understand the importance of organizational commitment and discuss the ways to strengthen organizational commitment • Explain what are the common causes of stress and symptoms of stress • Outline ways to manage work-related stress • Explain on how are personality influence emotions, well being • Job performance, and career satisfaction 	4	1	-	1	6	8	14

	<p>9. Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Define communication and explain why it is important to managers • Describe the communication process • Explain on how does perception influence communication • Identify the formal and informal channels through which information flows in organization • Explain on how the communication can be improved • Understand on how we can deal positively with conflict 	4	1	-	-	5	8	13
	<p>10. Innovation and Change</p> <ul style="list-style-type: none"> • Define organizational change and organizational innovation • Identify internal and external forces for change • Explain how managers can serve as change agents • Explain why people are likely to resist change • Differentiate between creativity and innovation • Explain how organizations can stimulate innovation 	4	1	-	-	5	8	13

	<p>11. Controlling</p> <ul style="list-style-type: none"> • Define controlling and explain why control is important • Describe control process • Distinguish among the three types of control <ul style="list-style-type: none"> ○ Feed-forward control ○ Concurrent control ○ Feedback control • Understand different control methods or systems used in organizations 	4	1	-	-	5	8	13
	<p>12. Operations Management</p> <ul style="list-style-type: none"> • Define operations management and explain why operations management is importance to all managers • Describe and give an example of the three basic classifications of facilities layouts • Explain supply chain management • Understand types of inventory and explain inventory management • Describe what is meant by the term Just-in-Time management 	4	1	-	1	6	8	14
	TOTAL STUDENT LEARNING TIME (SLT)	48	12	-	4	64	96	160

5.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> • Bateman, T.S. and Snell, S. A. Management: Leading and Collaborating in a Competitive World, McGraw-Hill, 10th ed., 2013. • Robbins, S.P. & Decenzo, David A., Coulter, M. Fundamentals of Management: Essential Concepts and Applications, Pearson, 9th Edition, 2014. • Richard L. Daft. Management. South-Western College Pub, 10th ed.,2011. • John R. Schermerhorn. Management. Wiley,11th ed., 2010. <p>Other References:</p> <ul style="list-style-type: none"> • Angelo Kinicki, Brian Williams (2010) Management. 5th edition, McGraw-Hill/Irwin. • Campling, Poole, Wiesner, Ang, Chan, Tan and Schermerhorn (2008) Management, 3rd Asia-Pacific Edition, Wiley. • Robbins, DeCenzo (2008) Fundamentals of Management, 6th Edition, Prentice Hall. • Hill, McShane (2008) Principles of Management, McGRaw Hill Int.
6.	<p>Other additional information: Nil</p>