



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Principles of Management**
- **Code** : **GMAG 202**

ADMINISTRATIVE INFORMATION

- **Instructor** : **Dr. Eric V. Bindah**
- **Instructor's Email** : **dr.eric@greenwich.edu.pk**
(Assignments given should be sent to the instructor via email above for marking. After checking they will be returned before the next class.)
- **Class Session** : **March 25, 2019 – July 20, 2019**
- **Class Timings** : **Wednesday, 09:00 Am - 11:30 Am**

A 10-minute break will be given. Any student coming late or returning late after the break will be considered absent for that day.

In case of cancellation / makeup of a class you will be notified through the website of Greenwich and / or through your Greenwich email account.

ATTENDANCE:

100% class attendance is mandatory for the students to enable them to appear in the final examination. However, in case of an emergency / serious illness the students will be eligible to (02) absences during the whole semester.

RULES AND REGULATIONS:

- All mobile phones must remain switched off or kept on silent / vibration mode) for the entire duration of a class. Any breach of this rule will lead to immediate confiscation of the phone, which will only be returned after the semester is over.
- Smoking is strictly prohibited on the entire campus, except the cafeteria.
- No food, drinks, gum or beetle-nut (chalia) are allowed inside the classroom.
- In order to maintain the sanctity and decorum on the University Campus, all male and female students are required to be dressed in a decent and appropriate manner. The University shall take a particularly stern view of any kind of immodest and revealing clothes.
- The Student ID Card must be displayed while attending class.
- Cheating, plagiarism, offensive language and disruptive behavior will be addressed according to policies for academic misconduct mentioned in the Students' Handbook.

COURSE OBJECTIVE:

This is a rudimentary course for the students of business administration. The focus of attention will be given to learning fundamental principles of management and of managing people and organization in a historical as well as contemporary world. Students are expected to develop analytical and conceptual framework of how people are managed in small, medium and large public and private national and international organizations.

An on-line Conference on "Energy Crisis Management" has been planned in this semester. It is a global issue that has affected our country. Active participation is mandatory. The students will develop slogans for the Conference and manage various conference related functions / activities on the Conference day.

TEACHING METHODOLOGY:

- Lectures
- Assignments
- Presentation by students
- Research Paper on Articles Presented at HEC Digital Library
- **Seminar / Workshop**
- Report
- Guest Speaker: A professional from the Financial Sector will be invited to share his / her experiences with the students.

Case Studies:

PERFORMANCE REQUIREMENTS:

Complying with the course requirements with active class participation and timely submission of assignments.

MATERIAL / RESOURCES:

RECOMMENDED TEXTS:

Modern Management
By Samuel C. Certo, Travis Certo
Tenth Edition

Reference Books:

- Cortland L. Bovee, John V. Thill, Marian Burk Wood and George P. Dovel: Management
- Stephen P. Robins, Mary Coulter: Management
- H. Koontz Odonnell and H. Weihrich: Management
- Mc Farland: Management: Foundation and Practice
- Robert M. Fulmer: The New Management

Compulsory Reading:

- Economic & Business Review (DAWN)
 - Pakistan & Gulf Economist (PAGE)
- ❖ Students are urged to seek assistance from www.hecdigitallibrary.edu.pk for preparation of research papers, assignments and term reports.
 - Use the following link for research
 - Bentham Science
 - Blackwell Synergy
 - Ebrary
 - Springerlink
 - Oxford University Press
 - Francis and Taylor
 - SAGE Publication. online
 - Greenwich Research facility Center (GRFC) and computer laboratory III will have all the necessary software (SPSS) and full access to the digital library and internet.

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given in every class based upon the lesson taught in the previous session. The teacher will mark and return them to the students in the same/next class.
- Students who maintain 100% attendance in a minimum course load of five will be awarded a certificate and his/her name/picture will be placed on the notice board
- Class Assignments will be given regularly.
- Class participation

- Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the instructor in the 14th class. The portfolios will be returned to the students prior to the final examination.
- Mid-Term and Final Examination
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.
- **Report:** The students will be assigned, individually, or in groups to write term paper / report based on visit to the corporate entities / markets and discussions with professionals and practitioners. All such visits will be undertaken through official transmittal letters to be issued by the University on the request of students and / or faculty.

GRADING:

*	Final Report	12%
*	Quizzes	05%
*	Midterm Report	10%
*	Article Presentation	03%
*	Mid-term Examination	30%
*	Final Examination	40%

Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the class teacher in the 12th class. The portfolios will returned to the students prior to the final examination.

COURSE CONTENTS

WEEK – I

Chapter - 1 Modern Management: Skills for Success

WEEK – II

Chapter - 2 Managing: History and Current Thinking

Chapter - 3 Corporate Social Responsibility and Business Ethics

WEEK – III

Chapter - 3 Corporate Social Responsibility and Business Ethics (Contd.)

Chapter - 4 Management & Diversity

WEEK – IV

Chapter - 5 Managing in the Global Arena

Chapter - 6 Principles of Planning

WEEK – V

Chapter 6 Principles of Planning (contd.)

Chapter - 7 Making Decisions

WEEK – VI

Chapter - 8 Strategic Planning

WEEK – VI I

Case presentations

WEEK – VIII

MID-TERM EXAMINATION

WEEK – IX

Chapter - 10 Fundamentals of Organizing

WEEK – X

Chapter – 12 Human Resource Management

Chapter - 14 Influencing and Communication

WEEK – XI

Chapter - 14 Influencing and Communication (contd.)

Chapter - 15 Leadership

WEEK – XII

Chapter - 15 Leadership (contd.)

Chapter - 16 Motivation

WEEK – XIII

Chapter - 16 Motivation (contd.)

Chapter - 20 Principles of Controlling

WEEK – XIV

Activity

WEEK – XV

Final Project Presentations

WEEK – XVI

FINAL EXAMINATION

-----*For Office Use Only*-----

Dean: : _____ Date: ____ / ____ / 2019

Head of Department: : _____ Date: ____ / ____ / 2019

Faculty Member: : _____ Date: ____ / ____ / 2019

Uploaded on the website by: _____ Date: ____ / ____ / 2019