



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Principles of Management**
- **Code** : **GMAG 503**

ADMINISTRATIVE INFORMATION

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

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, incase 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 DESCRIPTION:

This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management.

COURSE OBJECTIVE:

More specific objectives are as follows:

- The principles learned in this course will allow the student to effectively work with and through others in an organization.
- The course will also encourage the students to explore and inquire the applicability of western management principles and theories in local settings.
- Besides, the course will discuss the Islamic perspective of managing businesses and organizations.

LEARNING OUTCOMES:

This course will cover the basic managerial functions of planning, organizing, leading, and controlling, we will also try to learn the evolution and best practices which are been used in today's modern era.

At the end of this course, the student should be able to:

1. Hold informed conversations with functional specialists and understand how to draw effectively on their expertise in managing organizations.
2. Understand the relevance of the western management principles and theories, for local settings.
3. Understand the Islamic perspective of managing businesses and organizations.
4. Apply course concepts and theory in a practical context.
5. Integrate several of the disciplines studied
6. Demonstrate empirical investigative skills by producing an in-depth analysis of a management situation usually presented through case studies, resulting in recommendations for a programme of action.
7. Recognize the need to take a holistic approach to performance improvement rather than a narrowly functional approach.

TEACHING METHODOLOGY:

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

PERFORMANCE REQUIREMENTS:

Complying with the course requirements involves pre-reading chapters before each class, active class participation and timely submission of assignments/report.

NOTE: Late submissions will not be accepted under any circumstance.

RECOMMENDED TEXTS:

- Management, 14th Global Edition Mary Coulter & Robbins, 2018, Prentice Hall.

Compulsory Reading:

- i. Economic & Business Review (DAWN)
 - ii. Pakistan & Gulf Economist (PAGE)
- ❖ Students are urged to seek assistance from www.hecdigitalibrary.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 Development Center (GRDC) and computer laboratory 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:

*	Quiz	10%
*	Assignment / Cases	10%
*	Mid-term Examination	30%
*	Final Report	10%
*	Final	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 13th class. The portfolios will be returned to the students prior to the final examination.

COURSE CONTENTS:

- WEEK – I** MANAGERS AND YOU IN THE WORKPLACE
- Who Are Managers and Where Do They Work?
 - Why Are Managers Important?
 - What Do Managers Do?
- WEEK – II** MANAGERS AND YOU IN THE WORKPLACE (Continued)
- How Is the Manager's Job Changing?
 - Why Study Management?
- WEEK – III** DECISION MAKING
- The Decision-Making Process
 - Approaches to Decision Making
 - Types of Decisions and Decision-Making Conditions
 - Decision-Making Biases and Errors
 - Effective Decision Making in Today's World
- WEEK – IV** CONSTRAINTS ON MANAGERS
- The Manager: Omnipotent or Symbolic?
 - The External Environment: Constraints and Challenges
 - Organizational Culture: Constraints and Challenges
 - Current Issues in Organizational Culture
- WEEK – V** PLANNING AND GOAL-SETTING
- The What and Why of Planning
 - Goals and Plans
 - Setting Goals and Developing Plans
 - Contemporary Issues in Planning
- WEEK – VI** STRATEGIC PLANNING
- Strategic Management
 - The Strategic Management Process
 - Corporate Strategies
 - Competitive Strategies
 - Current Strategic Management Issues
- WEEK – VII** ORGANIZATION DESIGN
- Six Elements of Organizational Design
 - Mechanistic and Organic Structures
 - Contingency Factors Affecting Structural Choice
 - Traditional Organizational Design Options
 - Organizing for Flexibility in the Twenty-First Century
- WEEK – VIII** **** MID-TERM EXAMINATION ****
- WEEK – XIX** ORGANIZING AROUND TEAMS
- Groups and Group Development
 - Work Group Performance and Satisfaction
 - Turning Groups into Effective Teams
 - Contemporary Challenges in Managing Teams

WEEK – X HUMAN RESOURCE MANAGEMENT

- Why HRM Is Important and the HRM Process
- External Factors that Affect the HRM Process
- Identifying and Selecting Competent Employees
- Providing Employees with Needed Skills and Knowledge
- Retaining Competent, High-Performing Employees
- Contemporary Issues in Managing Human Resources

WEEK – XI LEADERSHIP

- Who Are Leaders and What Is Leadership?
- Early Leadership Theories
- Contingency Theories of Leadership
- Contemporary Views of Leadership
- Leadership Issues in the Twenty-First Century

WEEK – XII MOTIVATION

- What Is Motivation?
- Contemporary Theories of Motivation
- Current Issues in Motivation

WEEK – XIII CONTROLLING ACTIVITIES AND OPERATIONS

- What Is Controlling and Why Is It Important?
- The Control Process
- Controlling for Organizational and Employee Performance

WEEK – XIV CONTROLLING ACTIVITIES AND OPERATIONS (Continued)

- Tools for Measuring Organizational Performance
- Contemporary Issues in Control

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