

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

**School of Business
MGMT2401A/B Principles of Management
2016-2017 First Semester**

I. Information on Instructor and Tutor

Instructor: Prof. Simon Lam
Email: simonlam@hku.hk
Office: KKL 719
Phone: 3917 1008
Consultation times: By appointment

Tutor:
Pre-requisites:
Textbook: Management
Robbins and Coulter

II. Course Description and Objectives

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

III. Learning Outcomes

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

- ILO1.** Demonstrate critical thinking when presented with managerial problems and express their views
and opinions on managerial issues in an articulate way
- ILO2.** Understand the major internal features of a business system and the environment in which it operates
- ILO3.** Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice
- ILO4.** Conduct topic and case analysis to apply theoretical concepts
- ILO5.** Prepare and present structured presentations and reports

IV. Alignment of Program and Course Outcomes

| Program Learning Outcome | Course Learning Outcome |
|--|-------------------------|
| 1. Acquisition and internalization of knowledge and skills in key functional areas | ILO1, ILO2, ILO3 |
| 2. Application and integration of business knowledge | ILO2, ILO3, ILO4 |
| 3. Inculcating professionalism and leadership | ILO1, ILO4 |
| 4. Developing global outlook | ILO2 |
| 5. Mastering communication skills | ILO4, ILO5 |

V. Teaching and Learning Activities

- Lecture:
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.
- Video
Students are required to discuss a specific set of questions based on the video.
- Case analysis and presentation
Students meet outside the class to analyze the case and make a 10-minute presentation of the case in the class.
- Group project
Students are divided into groups and are required to conduct a management project. Each group makes a 20-minute presentation and submits a group report.
- End of term test
A test will be conducted end of the term.

| COURSE TEACHING AND LEARNING ACTIVITIES | | |
|---|-----------------------|-------------------------|
| Course Teaching and Learning Activities | Expected contact hour | Study Load (% of study) |
| T&L1. Lecture | 20 | 56% |
| T&L2. In-class discussion | 12 | 33% |
| T&L3. Presentation | 4 | 11% |
| Total | 36 | 100% |

VI. Assessment

| | |
|---------------------|-------------|
| 1. Participation | 20% |
| 2. Group Paper | 20% |
| 3. Group Project | 20% |
| 4. End of Term Test | 40% |
| Total | <u>100%</u> |

VII. Standards for assessment

Attendance and Participation

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

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

Group Paper

Your group will pick a topic and discuss how it is applied in the real world, either using case studies or relating the topic to a current affair or event around you. Student will be required to submit a paper by the end of the term.

Grading Criteria

| ILO | A+ A A- | B+ B B- | C+ C C- | D+ D | F |
|---|---|--|---|-----------------------------------|---------------------------|
| ILO1 ILO2 ILO4 | Very good to excellent ratings on some or all two criteria. | Good to very good ratings on some or all two criteria. | Fair to good ratings on some or all two criteria. | Fair ratings on all two criteria. | Fail to present the case. |

Group Project

Students are divided into groups and are required to conduct management related project. Each group makes a 20-minute presentation. The group presentation will be evaluated based on the 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, and the content of the report). In determining the grade, input from other groups' evaluation and their questions are being considered.

Grading Criteria

| ILO | A+ A A- | B+ B B- | C+ C C- | D+ D | F |
|--|---|--|---|-----------------------------------|--|
| ILO1 ILO2 ILO3 ILO4 | Very good to excellent ratings on some or all six criteria. | Good to very good ratings on some or all six criteria. | Fair to good ratings on some or all six criteria. | Fair ratings on all six criteria. | Fail to prepare and present the project. |

VIII. Academic Conduct

The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

IX. Course Schedule

Class Schedule

| Week | Topic(s) |
|------|--|
| 1 | Introduction to Management |
| 2 | Management Yesterday and Today |
| 3 | Strategic Management |
| 4 | Organizational Culture and the Environment |
| 5 | Planning and Decision-making |
| 6 | Organizational Structure |
| 7 | Reading Week – No class |
| 8 | Managerial Communication |
| 9 | Controlling |
| 10 | Motivation Employees |
| 11 | Leadership |
| 12 | Groups Presentation |