

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

**School of Business
MGMT2401 H & I: Principles of Management
2016 - 2017 Second Semester**

I. Instructor Information

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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. Course Learning Outcomes

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

- CLO1.** Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way
- CLO2.** Understand the major internal features of a business system and the environment in which it operates
- CLO3.** Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice
- CLO4.** Conduct topic and case analysis to apply theoretical concepts
- CLO5.** 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	CLO1, CLO2, CLO3
2. Application and integration of business knowledge	CLO2, CLO3, CLO4
3. Inculcating professionalism and leadership	CLO1, CLO4
4. Developing global outlook	CLO2
5. Mastering communication skills	CLO4, CLO5

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 views and experiences in applying the concepts.
- In-class discussions and activities:**
Students are invited to participate in class activities and share their views and ideas.
- Videos:**
Students are required to discuss a specific set of questions based on the videos.
- Group case analysis:**
Students are divided into groups and are required to meet outside the class, analyze the assigned case, and submit a written report.
- Group project and presentation:**
Students are divided into groups and are required to conduct a management project. Each group makes a group presentation and submits a group report.
- End of term test:**
A test will be conducted at the end of the term.

COURSE TEACHING AND LEARNING ACTIVITIES		
Course Teaching and Learning Activities	Expected contact hour	Study Load (% of study)
T&L1. Interactive Lecture	25	20%
T&L2. In-class Discussions and Activities	05	05%
T&L3. Group Paper	20	17%
T&L4. Group Presentation	20	17%
T&L5. End of Term Test	50	41%
Total	120	100%

VI. Assessment

1. Class Attendance and Participation	20%
2. Group Case Analysis Paper	20%
3. Group Project & Presentation	20%
4. End-of-Term Test	40%
Total	<u>100%</u>

VII. Standards for Assessment

Attendance and Participation (20%)

Attendance will be taken for the lectures and presentations. Discussions and individual sharing in class will be considered in assigning points for attendance and individual participation.

Grading Criteria

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

Group Case Analysis Paper (20%)

Each group will be required to submit a written analysis of an assigned case. The following grading criteria are applied:

Grading Criteria

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	All key management problems are identified, insightful and detailed analyses, sufficient support with relevant data/facts, effective application of management concepts and theories, well thought-out and feasible recommendations, and excellent writing.
B+, B, B-	Most of the key management problems are identified, generally insightful and detailed analyses, appropriate use of relevant data/facts, acceptable application of management concepts and theories, generally logical and feasible recommendations, and decent writing.
C+, C, C-	A few key management problems are identified, somewhat insightful and detailed analyses, insufficient use of relevant data/facts, limited application of management concepts and theories, mediocre and infeasible recommendations, and marginally acceptable writing.
D+, D	Less important management problems are identified, analyses lacking a clear focus and consistency, limited use of relevant data/facts, little application of management concepts and theories, recommendations not well-thought out and not practical, and poor writing.
F	Key management problems are entirely overlooked, poor analyses with no consistency in logics, absence of relevant data/facts, no application of management concepts and theories, poor recommendations, and unacceptable writing.

Group Project and Presentation (20%)

Students are divided into groups and are required to conduct a management related project. Each group prepares and delivers an in-class presentation. The group presentation will be evaluated based on a set of presentation criteria.

Grading Criteria

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	Professional presentation style, comprehensive content coverage, well-articulated on critical issues, effective use of management concepts, and quality interaction with audience.
B+, B, B-	Decent presentation style, appropriate content coverage, clear discussion of critical issues, moderately effective use of management concepts, and acceptable interaction with audience.
C+, C, C-	Mediocre presentation style, limited content coverage, marginally acceptable discussion of critical issues, infrequent use of management concepts, and limited interaction with audience.
D+, D	Weak presentation style, key content omitted, unclear focus on critical issues, very limited use of management concepts, and poor interaction with audience.

F	Unacceptable presentation style, questionable content coverage, omitting critical issues, zero use of management concepts, and no interaction with audience.
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End-of-Term Test (40%)

The end-of-term test will be cumulative and closed-book. The test will be used to assess students' learning during the semester.

Grading Criteria

CLO	CLO 2, CLO 3
A+, A, A-	90-100% of the responses are accurately and clearly marked.
B+, B, B-	80-89% of the responses are accurately and clearly marked.
C+, C, C-	70-79% of the responses are accurately and clearly marked.
D+, D	60-69% of the responses are accurately and clearly marked.
F	Less than 60% of the responses are accurately and clearly marked.

Course Final Grade

An individual student's final grade for the course will be assigned according to the accumulative score that he/she has obtained from all of the assessment criteria above. That is,

$$\text{Course Final Grade} = \text{Participation (20\%)} + \text{Group Case Analysis Paper (20\%)} + \\ \text{Group Presentation (20\%)} + \text{End-of-Term Test (40\%)}$$

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. Tentative Course Schedule

Week	Topic
Week 1	Course Introduction
Week 2	Management Yesterday and Today
Week 3	Strategic Management
Week 4	Organizational Culture and Environment
Week 5	Planning and Decision Making
Week 6	Organizational Structure
Week 7	Reading Week – No Class
Week 8	Managerial Communication
Week 9	Organizational Control
Week 10	Organizational Motivation
Week 11	Leadership
Week 12	Group Presentations

Note: Course topics and orders are subject to change with prior notifications.