



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

PRINCIPLES OF MANAGEMENT
MGMT2401 2K
2016-2017 Second Semester

I. Information on Instructor and TA:

Position	Name	Email	Phone	Office
Instructor	Dr. Yiwen ZHANG	yzhang@business.hku.hk	3917-1615	KKL 716
Teaching Assistant	Mr. Hogan WAI	waikf@hku.hk	3917-4467	KKL 605

(Office Hour: By appointment)

II. Class Meeting Time:

The class meets three hours weekly from January 16, 2017 to April 27, 2017 excluding the reading week (Mar 6-11) and public/university holidays. The class meeting time is listed below:

Section	Time	Classroom
MGMT2401 K	MO 17:30 – 18:20 & TH 16:30 – 18:20	KKLG104

III. Course Description and Objectives:

Course Description

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.

Course Prerequisite

This introductory course is designed for undergraduate students with no or limited background in management.

Textbook

Stephen P. Robbins & Mary Coulter, Management, 13th Edition. (available at the HKU bookstore).

IV. Course Learning Outcomes (CLOs):

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

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- 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.

V. Alignment of Program and Course Outcomes:

Program Learning Outcomes	Course Learning Outcomes
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|------------------------------------------------------------------------------------|------------------|
| 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 |

VI. Teaching and Learning Activities (Expected Contact Hours/% of Study Load):

- Lectures (30 hours / 30%)*
Interactive lectures on major concepts and issues with PowerPoint slides are conducted.
- In-class Activities (20 hours / 20%)*
Students are invited to participate in class activities and share their views and feelings.
- Videos (5 hours / 5%)*
Students are invited to discuss specific sets of questions based on the videos shown in class.
- Group Case Analysis (10 hours / 10%)*
Students are divided into groups and are required to meet outside the class, analyze the assigned case, and submit a written report.
- Group Presentations (15 hours / 15%)*
Students are divided into groups and are required to conduct a management project. Each group prepares and delivers a 15-minute oral presentation.
- End-of-term test (20 hours / 20%)*
A test will be conducted at the end of the term.

VII. Assessment:

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

Peer Evaluation for Group Work

In normal cases, each individual group member receives the same total score for his/her group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts and contribution to the group work. At the end of the semester, students will be given an opportunity to submit peer-evaluation forms.

Late Assignment Penalty

All assignments are required to be submitted on or before the specified due date and time to the instructor or the assignment submission destination. The penalty policy for any late assignments will be as follows:

1 day late → deduct 25%, 2 days late → deduct 50%, 3 days late → deduct 100%

VIII. Standards for Assessment:

1. Individual Attendance and Participation (20%)

Attendance will be taken for the lectures and presentations. Discussion and sharing in class will also 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

2. Group Case Analysis (20%)

Each group will be required to submit a written analysis of the assigned case. This case study is designed to assess students' (a) analytical skill to identify critical issues and problems, (b) application of relevant management concepts and theories to analyze the situations and formulate creative and feasible solutions relevant to contexts, and (c) the effectiveness of written communication and working in a team.

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.

3. Group Presentation (20%)

Students are divided into groups and are required to conduct management-related projects. Each group prepares and makes a 15-minute presentation. The group presentation will be evaluated based on five criteria (i.e., presentation style, content coverage, articulation on critical issues, use of concepts discussed in class, quality of interaction). In determining the grade, input from the audiences' evaluations and their questions will be considered.

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.

4. End-of-Term Test (40%)

The end-of-term test will be cumulative and closed-book. The test will be used to assess students' (a) understanding of key management principles, and (b) application of the learned knowledge and theories. The final examination consists of multiple choice questions only. Students should choose one best answer for each question and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will have zero point.

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 s/he has obtained from all of the assessment criteria above. That is,

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

IX. Academic Conduct

The University Regulations on academic dishonesty will be strictly enforced! Academic dishonesty includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.

Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).

X. Tentative Course Schedule

Dates	Topics	Readings	Assignments
1/16	Syllabus & Intro		
1/19	Foundations of Management & Organizations	Ch.1	
1/23	History of Management	Ch.1	
1/26	Individual Attitudes and Behaviors	Ch.15	
1/30	<i>NO CLASS – Lunar New Year</i>		
2/2	<i>NO CLASS – Lunar New Year</i>		
2/6	Communication	Ch.14	Personal Bio Due
2/9	Decision Making	Ch.2	
2/13	Motivation: Content Theories	Ch.16	
2/16	Motivation: Process Theories	Ch.16	
2/20	Team Design	Ch.13	
2/23	Team Development	Ch.13	
2/27	Leadership (1)	Ch.17	
3/2	Leadership (2)	Ch.17	
3/6	<i>NO CLASS – Reading week</i>		
3/9	<i>NO CLASS – Reading week</i>		
3/13	Team Simulation		
3/16	<i>NO CLASS – HKU Foundation Day</i>		
3/20	Case Analysis		Case Report Due
3/23	Organizational Design	Ch.10, 11	
3/27	Organizational Culture	Ch.3	
3/30	Organizational Change	Ch.7	
4/3	Foundations of Control	Ch.18	
4/6	Managing Strategy	Ch.9	
4/10	In-Class Group Project Day		
4/13	End-of-Term Review		
4/17	<i>NO CLASS - Easter</i>		
4/20	Presentations		Presentation Due
4/24	Presentations		Presentation Due
4/27	Presentations		Presentation Due

Note: The above schedule is subject to change with prior notice.