

Course Title	Fundamentals of Management			Course Code	BST 22252		
Year	2	Semester	2	Credits	2	Theory (hr)	20
						Practical (hr)	20
						Independent Learning (hr)	

Aim of the Course:

To provide knowledge and skills on basic concepts and functions of management and manager's operational role in all types of organizations

Intended Learning Outcomes:

After completion of this course, the learner should be able to:

- Explain the role of, and managerial skills required for, a manager working at a given management level.
- Explain the various concepts use in management theory and their applications in different business contexts.
- Demonstrate the skills in efficient and effective management decision making.
- Apply the concepts in human resource management to achieve the organizational goals.
- Apply the effective communication channels appropriately in various business contexts.

Course Capsule:

Theory
Introduction; Management and managers, Roles and levels of managers, Managerial skills; Evolution of management thoughts; Management concepts, Classical, Humanistic, Management science approaches, Strategic Management, Modern trends; Systems theory, Contingency view, Managing organizational environment; SWOT Analysis; Management functions; Planning, Vision and Mission, Goal setting; Strategic, Tactical and Operational goal setting and planning; Organizing; Span of control, Delegation of authority, Unity of command, Organizational structures; Leading: Leadership traits, Power and Influence, Sources of power, Leadership styles; Controlling; Controlling techniques, Feed forward, Concurrence, Feedback; Human Resources management; Motivation; Motivation concepts, Traditional motivation approaches, Motivation perspectives, Content theory, Process theory, Reinforcement theory; Team work and team management; Communication; Communication model, Managing organizational communication, Communication channels, Channel richness, Effective communication

Practical
Manager profile, skills and traits - Group work (real examples from the corporate sector); Tutorial on management schools and thoughts; SWOT analysis - Group work; Case study on communication individual; Debate on effective leadership styles

Assessment:

Continuous assessment: 30%
 End semester assessment: 70%