



الجامعة الافتراضية السورية
SYRIAN VIRTUAL UNIVERSITY

Principles and Fundamentals of Management

Course Definition

Information

Technology

Engineering



Powered by:



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1. Basic Information:

Course Name	Principles and Fundamentals of Management
Course Code	GMN401
Number of Presentational Sessions*	22
Number of Synchronous Sessions**	11
Number of Shorter Tests***	2
Number of Exams***	1
Theoretical Sessions Work Load (hrs.)	66
Practical Sessions Work Load (hrs.)	33
Credit Hours	5

*Each presentational session comprises both recorded lecture (1.5 hrs.) and interactive learning content (1.5 hrs.).

**Each synchronous session comprises the interactive lecture carried out in real time in a virtual class (1.5 hrs.).

***Each shorter test is 0.5 hr. long. The final exam is 2 hrs. long.

N.B.

Generally, each chapter requires two presentational sessions: one for the recorded content and one for the interactive content (unless the chapter is too long, in which case it may require more sessions (. This note applies to synchronous sessions as well, where each chapter requires one synchronous session generally.

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2. Prerequisites courses:

Course	Code
-	-

3. Course Objectives:

This course aims to provide a general introduction to management science, to introduce students to the basic concepts of business management and organization, and to provide them with the necessary background to understand concepts, applications, and theories in this area.

The course addresses the core issues in the area of management, particularly the four functions of management (planning, organization, direction, control). It also addresses the decision-making process in organizations, strategic management, human resources management, management information systems and technology.

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4. Learning Outcomes (LO):

By the end of this course, the learner is expected to acquire and learn the following subjects:

- Explain why managers are important to organizations.
- Describe the functions, roles, and skills of managers.
- Define the nature and purposes of planning.
- Classify the types of goals organizations might have and the plans they use.
- Describe the eight steps in the decision-making process.
- Explain the four ways managers make decisions.
- Classify decisions and decision-making conditions.
- Define strategic management and explain why it's important.
- Describe the three types of corporate strategies.
- Describe competitive advantage and the competitive strategies organizations use to get it.
- Describe six key elements in organizational design.
- Contrast mechanistic and organic structures.
- Explain the importance of human resource management and the human resource management process.
- Discuss the tasks associated with identifying and selecting competent employees. Know how to write effective job descriptions.
- Explain how converging technologies change the ways in which people add value to resources
- Understand the relationship between IS, organisation and strategy
- Define leader and leadership.
- Compare and contrast early theories of leadership.

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- Define motivation.
 - Compare and contrast early and contemporary theories of motivation.
 - Define the nature and function of communication.
 - Explain how communication can flow most effectively in organizations.
 - Explain the nature and importance of control.
 - Describe the three steps in the control process.
 - Explain how organizational and employee performance are measured.
- Know how to be effective at giving feedback.

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5. Assessment Results:

Chapter Number	Chapter Title	General Objectives	Assessment Type				
			Interactive Content & Recorded Sessions	Applied Activities (Synch. Sessions)	Final Exam*/ Shorter Tests**	Presentations and Interviews***	Reports ***
CH1	Management and Managers	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH2	Planning	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH3	Decision Making	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH4	Strategic Management	Understand Define	√	√	√	√	√

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		Explain Clarify Analyze Discuss Compare					
CH5	Organizing	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH6	Human Resource management	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH7	Managing Information and Information Technology	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH8	Leadership	Understand Define	√	√	√	√	√

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		Explain Clarify Analyze Discuss Compare					
CH9	Motivation	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH10	Communication	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√
CH11	Monitoring and Controlling	Understand Define Explain Clarify Analyze Discuss Compare	√	√	√	√	√

*The final exam is two hours long and is given at the end of the course.

**Shorter tests are about 30 minutes long and are given after three or four lectures throughout the semester during synchronous sessions.

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*****Presentations, interviews, and reports are submitted once after each three or four lectures throughout the semester during synchronous sessions.**

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6. Course Syllabus:

Chapter	Subject	Content	Number of Learning Objects	Number of synchronous Learning Objects
CH1	Management and Managers	<ol style="list-style-type: none"> 1. Who are managers and where do they work? 2. Why are managers important? 3. What do managers do? 	3	1
CH2	Planning	<ol style="list-style-type: none"> 1. The WHAT and WHY of planning 2. Goals and plans 3. Setting goals and developing plans 4. Contemporary issues in planning 	4	2
CH3	Decision Making	<ol style="list-style-type: none"> 1. The decision-making process 2. Approaches to decision making 3. Types of decisions and decision-making conditions 4. Decision-Making biases and errors 5. Effective decision making in today's world 	5	2
CH4	Strategic	<ol style="list-style-type: none"> 1. Strategic management 	5	2

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	Management	<ol style="list-style-type: none"> 2. The strategic management process 3. Corporate strategies 4. Competitive strategies 5. Current strategic management issues 		
CH5	Organising	<ol style="list-style-type: none"> 1. Six elements of organizational design 2. Mechanistic and organic structures 3. Contingency factors affecting structural choice 4. Traditional organizational design options 5. Organizing for flexibility in the twenty-first century 	5	2
CH6	Human Resource management	<ol style="list-style-type: none"> 1. Why human resource management is important and the human resource management process 2. External factors that affect the human resource management process 3. Identifying and selecting competent employees 4. Providing employees with needed 	6	3

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		skills and knowledge 5. Retaining competent, high-performing employees 6. Contemporary issues in managing human resources		
CH7	Managing Information and Information Technology	1. Introduction 2. Converging technologies – new ways to add value 3. Managing the new opportunities to add value 4. Types of information systems 5. The internet and e-business	5	2
CH8	Leadership	1. Who are leaders and what is leadership? 2. Early leadership theories 3. Contingency theories of leadership 4. Contemporary views of leadership 5. Leadership issues in the twenty-first century	5	2
CH9	Motivation	1. What is motivation? 2. Early theories of motivation 3. Contemporary theories of motivation	3	1
CH10	Communication	1. The nature and function of communication	3	1

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		<ol style="list-style-type: none"> 2. Methods and challenges of interpersonal communication 3. Effective organizational communication 		
CH11	Monitoring and Controlling	<ol style="list-style-type: none"> 1. What is controlling and why is it important? 2. The control process 3. Controlling for organizational and employee performance 4. Tools for measuring organizational performance 	4	2

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7. Practical Activity:

- Tools and Labs:

Tool Name	Description
–	–

- Practical Activities per Chapters:

Chapter	Activities Type	Remarks
CH1	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH4	<input type="checkbox"/> Exercises	In this course, theoretical and

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	<input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	practical parts are combined.
CH5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH6	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH7	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH8	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars	In this course, theoretical and practical parts are combined.

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	<input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	
CH9	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH10	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.
CH11	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Homework <input checked="" type="checkbox"/> Webinars <input type="checkbox"/> Project <input type="checkbox"/> Experiment <input type="checkbox"/> Other	In this course, theoretical and practical parts are combined.

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