Course Description: Principles of Management

1- Basic Information:

Course Name	Principles of Management
Course ID	PCM.11
Contact Hours (Synchronized Sessions)	28
Contact Hours with the tutor outside the Synchronized Sessions	17
Contact Hours (Registered Sessions)	130
Exam	
Registered Sessions Work Load	
Synchronized Session Work Load	
Credit Hours	7
Course Level	6

2- Pre-Requisites: Non

Course	ID
–	–

3- Course General Objectives:

This course aims to provide an introduction about the science of management and introduces students to the basic concepts in this field, also to provide them with the necessary scientific background to understand the concepts, applications and theories in this field.

This course aims, in its first part, to provide students with an introduction about business administration, the historical evolution of the administrative thought through a review of the reasons for the emergence of this science, the schools of administrative thought that emerged, the application of these theories through some modern administrative methods and approaches (Management by objectives, Japanese management, Total Quality Management, Agile approach).

In its second part, the course focuses on explaining the basic knowledge and skills related to the administrative process that allows the organization to invest in its resources in the best way. This course explains the basic principles of how to implement administrative functions (planning, organizing, directing, controlling), the decision-making process in the organization, and technical functions (production and operations – purchasing and materials – finance and

accounting - marketing - human resource management - research and development - public relations - management information systems) within the organization.

In the third part of the course, the following topics are discussed: the effect of information technology on the management of organizations through studying E-business management, the importance of business ethics and corporate social responsibility which has become an important part of the administrative and human dimension of work, the importance of change at work environment and innovation that is required by changes.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Identify the concept of business administration and the reasons for its emergence as a science, and understand the historical development of schools of administrative thought, the most important theories of each school and the role of each one in the effective management in the organization.
ILO2	Understand the success principles of some modern administrative methods and approaches (Management by objectives, Japanese management, Total Quality Management, Agile approach).
ILO3	Learn the principles and skills of administrative functions (planning - organization - directing – control- decision making process) and how to apply it.
ILO4	Recognize the objectives of technical functions in the organization (production and operations management - materials management - marketing management - human resources management –finance and accounting- research and development department - public relations department - management information systems) and its main tasks.
ILO5	Understand the main information technology concepts and their uses in business through e-commerce and their applications.
ILO6	Understand the importance of business ethics and learn examples of organizations' application of social responsibility in various administrative functions and functional areas.
ILO7	Recognize the importance of the concept of change in organizations and identify the various mechanisms for its management, with a focus on the innovation dimension of organizational changes.

5- **Course Syllabus** (21 hours of total Recorded Sessions, 28 hours of total synchronized sessions)

- **RS:** Recorded Sessions**; SS:** Synchronized Sessions**;**

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	**CH1- Introduction of Management** **CH2- Historical evolution of the administrative thought**	3	4	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO2	**CH3- Modern administrative approaches** **-** Management by objectives **-** Japanese management **-** Total quality management **-** Agile approach	1.5	2	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO3	**CH4- Planning Function** **CH5- Organizing Function** **CH6-Directing Function** **CH7- Controlling** **CH8- Decision Making Process.**	7.5	10	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO4	**CH9**- **Technical Functions** (production and operations management- materials management- marketing management- human resources management− finance and accounting- research and development department- public relations department– management information systems)	1.5	2	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO5	**CH10- E-Business Management**	1.5	2	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	

ILO6	**CH11- Business ethics and corporate social responsibility**	1.5	2	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others
ILO7	**CH12- Change management and innovation**	1.5	2	☐ **Exercises** ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	**PW**	**Ex**	**PF2F**	**Rpt**
ILO1	Identify the concept of business administration and the reasons for its emergence as a science, and understand the historical development of schools of administrative thought, the most important theories of each school and the role of each one in the effective management in the organization.	Remember the definition of business administration and the principle reasons for its emergence.	x		x		
		Remember the content of the chapter through answering direct questions and deductive ones.	x		x		
		The student uses theories and principles of	x		x		x

		administrative thought to explain the causes of an administrative problem presented through a case study, then suggests a solution.					
		Through discussion with the tutor, the student analyses the applicability or not of certain theories and administrative principles in the current business environment	x				
ILO2	Understand the success principles of some modern administrative methods and approaches (Management by objectives, Japanese management, Total Quality Management, Agile approach).	Student connects between the ideas presented in the administrative theories and principles used in the successful administrative methods and approaches.	x		x		x
ILO3	Learn the principles and skills of administrative functions (planning- organization- directing– control- decision making process) and how to apply it.	Under the supervision of the tutor, the student constructs a project plan of his choice, organizes the project, suggests the directing methods	x				x

		that can be used within a given context, suggests the appropriate controlling tools in particular environments, and provides justification for his previous choices.					
		The student remembers the main ideas related to administrative functions	x		X		
ILO4	Recognize the objectives of technical functions in the organization (production and operations management- materials management- marketing management- human resources management–finance and accounting- research and development department - public relations department- management information systems) and its main tasks.	The student connects the content of this chapter with the schools of administrative thought reviewed in the first chapters	x		x		
		The student remembers the main themes in the content associated with these topics	x		x		
ILO5	Understand the main information technology concepts and their uses in business through e-commerce and their applications.	The student recalls basic ideas related to the world of technology and e-commerce, and compares traditional	x		x		x

		business models with those related to e-business					
ILO6	Understand the importance of business ethics and learn examples of organizations' application of social responsibility in various administrative functions and functional areas.	Through discussion with the tutor, the student provides examples of social responsibility related to the administrative functions and functional areas.	x		x		x
ILO7	Recognize the importance of the concept of change in organizations and identify the various mechanisms for its management, with a focus on the innovation dimension of organizational changes.	The student understands the different perspectives on the change process, and describes techniques for stimulating innovation in the organization.	x		x		x

7- Practice Tools:

Tool Name	Description
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الجمهورية العربية السورية		Syrian Arab Republic
وزارة التعليـم العالي والبحث العلمي		**Ministry of Higher Education and Scientific Research**
الجامعة الافتراضية السورية		**Syrian Virtual University**

8- Main References

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9- Additional References

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