



*Your business starts hear.*

# PRINCIPLE OF MANAGEMENT

472-114

**FRIDAY 9.00 - 12.00 A.M.**

Aj.Suphitcha Ek-uru

# **Course syllabus**

## ***Course description:***

Characteristic of business organization; duties and roles of manager; effective business management for business firm; corporate and social responsibility; motivation, communication, and decision making; management process focusing on planning, organizing, leading, and controlling.

## ***Expected learning outcomes:***

1. You must have self-disciplines; respect and comply with the class rules; responsibility towards oneself and others including group assignments.
2. You must understand fundamental business management in order to follow the changes of society, culture, nature and business's environments.
3. You can contribute creatively solving problems and able to analyze the business context.
4. You are able to communicate within the class in English; select an appropriate structure for your presentation.

# fun & work harder.

WEEKLY CLASS ACTIVITY

## **1. FOUNDATIONS OF MANAGEMENT**

Ch.1 Managing and performing

Ch.2 The external and internal environments

Ch.3 Managerial decision making

Week 1-4

## **2. PLANING: DELIVERING STRATEGIC VALUE**

Ch.4 Planning and strategic management

Ch.5 Ethics, Corporate Responsibility, and sustainability

Ch.7 Entrepreneurship

Week 5-7

## **3 ORGANIZING: BUILDING A DYNAMIC ORGANIZATION**

Ch.8 Organization structure

Ch.9 Organizational agility

Ch.10 Human resource management

Week 8-10

## **4 LEADING: MOBILIZING PEOPLE**

Ch.12 Leadership

Ch.15 Communication

Week 11-12

## **5 CONTROLLING: LEARNING AND CHANGING**

Ch.16 Managerial control

Ch.17 Managing technology and innovation

Week 13-14

Week 15 Examination review

### **Resources:**

-Bateman, T.S, Snell, S.A, and Konopaske, R. (2021) Management Leading & Collaborating in a Competitive World (14ed). New York: McGraw-Hill Education.

-Harvard Business Review.

### **Group work (15%):**

Analyze a company's business environments (external and internal).

Use the form to answers your questions. You must attach the 'Turn It In' report (less than 30%) with your paper work.

### **Peer evaluation (5%)**

### **Quiz after chapter(s) (20%)**

1. Before, During or After Chapter (s).
2. With no notification before the quiz.

### **Group Integrative case study(20%)**

#### **Integrative case study**

- Read a given case study
- Answers all the questions
- Reflect your thought about the case study
- Seminar from the class

### **Final examination 40%**

#### **Grading.**

A: Above 80

B+: 75-79

B: 70-74

C+: 65-69

C: 60-64

D+ 55-59

D: 50-54

E: Les than 50

# Class Policy.

There is no mark up for all quizzes, except you have a medical letter proved and contact me within 2 days after you missed the class via email.

I do not accept late submission work.

Emailing: You must introduce yourself in all of your emails to me and write the email's subject as 472-114.

**FOR INQUIRIES, KINDLY CONTACT ME AT:**

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LMS: Principle of Management  
(BBA) 1-2020



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**Thank you.**