

Course Title:	Effective Management
Course Code:	MGT 251
No of Credits/Semester:	3
Mode of Tuition:	Sectional
Teaching Hours:	45
Frequency of Offering:	Once a year
Category in major Programme:	Free/Business Elective
Prerequisite:	Nil

Brief Course Description

This course prepares students with a comprehensive introduction to effective management principles and conduct. It not only aims at providing students with an introduction to contemporary management concepts and skills, it also encourages students to put these concepts and skills into practice. Through the course, students are expected to improve their skills to manage their study and personal lives. In addition, they will be equipped with management competence and understanding of managerial ethics for their future career.

Learning Outcomes

On completion of this course, students will be able to:

1. Develop knowledge of fundamental management concepts and SKILLS and learn from real managers how to apply them
2. Identify the internal and external factors and forces of the organisation that managers must confront in their daily work
3. examine the functions of management: such as planning, organising, leading, controlling, and decision making
4. Identify the key competencies needed to be an effective manager
5. gain a brief understanding of the historical development of management theories and the implications for the management of organizations in Hong Kong
6. Demonstrate critical thinking when presented with managerial problems
7. Understand the importance of social responsibility and managerial ethics in management operation

Measurement of Learning Outcomes

1. Case studies and final examination assesses comprehension of, and ability to explain and describe management concepts and principles discussed in the course.

2. Group presentation assess ability to apply management knowledge integratively in solving management problems
3. Class activities assess analytical and decision making skills related to management knowledge
4. Students are expected to understand and apply managerial ethics throughout the course. This is assessed through course work and final examination. No marks will be given to writings with views which imply unethical decisions and behavior in all written assignments or in the examination.

Indicative Content

Effective Management for Managers Today - Introduction to Management and Organizations. Management Yesterday and Today. Organizational Culture and Environment: The Constraints. Social Responsibility and Managerial Ethics.

Management Functions and Techniques - Decision-Making: The Essence of the Manager's Job. Foundations of Planning, planning tools and techniques. Organizational Structure and Design. Human Resource Management. Managing Change and Innovation. Understanding Groups and Teams. Leadership skills. Foundations of Control. Operations and Supply Chain Management.

Contemporary Management Competencies - Time Management Skills. Effective Communication Skills. Problem Solving Skills. Crisis Management.

Teaching Method/Class Activities

Students should actively engage in the learning process and in putting concepts learnt into practice. There are three major learning modes used in this course:

- A. **Action learning** Students are encouraged to learn actively and cooperatively in teams. Students in groups of four to five should undertake an action learning project to pay a visit to a general management person in an organization and conduct an in-depth interview with him/her. After the interview, students have to present to class what they have learnt as effective management skills from the interviewee. For details, please refer to Guidelines for Action Learning Projects. Despite business organizations, students are also encouraged to visit social enterprises to broaden their management perspectives in non-profit making organizations.
- B. **Lectures** Class sessions will involve lectures, video shows, case studies, discussions and debates, management games, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their management experience and techniques. Students are encouraged to make good use of the sharing time to learn the most from the guest speakers. Students should pay attention to the class schedule as lectures may be held in a classroom, TV studio, open area or even in an organization.
- C. **Readings** This is the responsibility of all students. Students should read the relevant chapters of the textbook, materials, and information on indicated websites before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule. All students must respect intellectual property and observe laws on protection of copyrights.

Assessment

Class Attendance and Participation	10%
Class Exercises	20%
Group Presentation	20%
Mid-term quiz or Individual Assignment	10%
Final Exam	<u>40%</u>
Total	100%

Required Text

Robbins, Stephen P, and Coulter, Mary. (2007) Management, 9th Edition, Prentice Hall

Supplementary Reading List (Optional where appropriate)

George, Jennifer M., & Jones, Gareth R. (2007) Contemporary Management, 5th Edition, McGraw-Hill/Irwin.

Whetten, David A., & Cameron, Kim S. (2007) Developing Management Skills, 7th Edition, Pearson Prentice Hall

Articles from internet, e.g., <http://www.mindtools.com/>