

COURSE CODE BAC.EAINA.HRBUS.3501	COURSE NAME PPRINCIPLES OF MODERN MAMANGEMENT		
Credits	US Credits 3	/ ECTS Credits 6	
Student Workload	Contact Hours	Personal and/or Teamwork	Evaluation
	39	80	6
Teaching Language	English		
Co/Prerequisite	None		
Discipline	Management & Organisation		
Course Manager	Caroline Joussemet - caroline.joussemet@skema.edu		
Course Description	This course helps students to acquire management knowledge and to develop management skills. It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management.		
Learning Outcomes	<p><i>Knowledge and Understanding (subject-specific) - The student is expected to:</i> This course provides students with a systematic approach to acquiring a solid foundation in the principles of management. The course is organized around the four functions of management: (1) planning (defining organizational goals and choosing the tasks to attain the goals); (2) organizing (assigning the tasks to various individuals or groups); (3) influencing (guiding the activities of organizational members); 4) controlling (gathering information and finding new ways of improving the firm through organizational modification).</p> <p><i>Cognitive / Intellectual Skills (generic) - The student is expected to:</i> The student is expected to have an overview of different management principles: corporate social responsibility, human resource management, planning, organizational communication and behavior, motivation, leadership, and control.</p> <p><i>Key Transferable Skills (generic) The student is expected to:</i> The student is expected to: (1) Understand and use Group & Team dynamics; (2) use effective communication including feedback.</p> <p><i>Practical Skills (subject specific)</i> The student is expected to: (1) understand how to work with objectives and control expected results; (2) analyze a situation and defining a strategy; (3) plan and organize issues in organizations; (4) how to work with people; (5) learn how to motivate people; (6) learn how to create good relationships with peers in order to work harmoniously with them.</p>		
Course included in AACSB Assurance of Learning	Yes LO1.4 To understand and apply theories and major concepts of Management) LO 2.1 To contribute substantively to the product of a group LO 4.1. To assess a business issue and to formulate solutions LO4.2 To demonstrate awareness of ethical considerations.		
Transferable Competences	<input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Ethics <input type="checkbox"/> Artificial Intelligence <input type="checkbox"/> Technological Agility <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Research Methods <input type="checkbox"/> Other	Please include details here:	

Teaching Methods	<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Blended Learning <input checked="" type="checkbox"/> Guided Personal Work <input checked="" type="checkbox"/> Autonomous Personal Work	<input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Project <input type="checkbox"/> Seminar <input type="checkbox"/> Other <i>Please specify</i>
Student Assessment	Written Examination Midterm exam : 3h Team Project Final exam : 3h	Coefficient % 20% 25% 40%
	Continuous Assessment: Case studies & Blended class quiz	Coefficient % 15%
Grading System	Please refer to the Academic Regulations for the grading system used in the BBA Program and further details and for information concerning absences, participation in class, plagiarism, etc.	
References / Books	Required for the course Modern management: concepts and skills (Global Edition - 15th edition) Samuel Certo & Trevis Certo	Recommended references Additional references will be provided during the course
Online reference material	Required for the course Online resources will be provided on K2	Recommended references <i>List any recommended online resources here</i>

SESSIONS	COURSE CONTENT
<p>Session 1</p>	<p>Introduction to Management (Chapter 1) The role of management, the importance of management to society and individuals, basic management skills and their relative importance to managers. EXERCISE 2037 CV</p>
<p>Session 2</p>	<p>Managers, society, and sustainability (Chapter 3, part 2) The social responsibility activities, relationship between ethics and management. How ethics can be incorporated into management practice. Useful strategies for increasing the social responsiveness of an organization. CASE Ikea builds on its commitment to the environment</p>
<p>Session 3</p>	<p>Plans and planning tools (Chapter 7, part 3) The workforce: differences between today and tomorrow’s organizations and customers. Purposes, advantages, and disadvantages of planning. The planning process and types of plans. CASE Wal-Mart plans to have what you want</p>
<p>Session 4 ASYNCHRONOUS</p>	<p>Communication & interpersonal skills (Chapter 14, part 5) Influencing and emotional intelligence. Interpersonal communication, the importance of nonverbal communication. Formal organizational communication and some hints on how to encourage organizational communication. QUIZ (K2)</p>
<p>Session 5</p>	<p>Making Decisions (Chapter 8, part 3) should set organizational objectives. The development of organizational objectives and the potential of a management-by-objectives program. Vision and Mission. CASE Whole Foods decides to open in Detroit</p>
<p>Session 6</p>	<p>Strategic Planning (Chapter 9 part 3) The strategic management process, how to use business portfolio analysis and industry analysis to formulate strategy. What tactical planning is and how strategic and tactical planning should be coordinated? The impact of environmental analysis on strategy formulation. How to use critical question analysis and SWOT analysis to formulate strategy. Team Project Touchpoint #1 & Midterm Preparation</p>
<p>Session 7</p>	<p>Staffing & HR Management (Chapter 12, part 4) How appropriate human resources can be provided for the organization? The relationship among recruitment efforts, an open position, sources of human resources, and the law. What performance appraisals are and how they can best be conducted? CASE Netflix revamps its Human Resources</p>
<p>MIDTERM</p>	<p>MCQ and Open Questions</p>
<p>Session 8 ASYNCHRONOUS</p>	<p>Production and control (Chapter 20, part 6) What is production and what is productivity? What relationship does Quality have with both Production and Productivity? What role does Operations Management play in both Production and Productivity? What tools can be used to streamline Production and Control? QUIZ (K2)</p>
<p>Session 9</p>	<p>Leadership (Chapter 15, part 5) A working definition of leadership. Relationship between leading and managing. Emerging leader styles and leadership issues of today. CASE Bain & Company’s CEO leads the team</p>

SESSIONS	COURSE CONTENT
<p>Session 10</p>	<p>Motivation (Chapter 16, part 5) Human motivation and the importance of motivating organization members. Various motivation strategies. Team Project Touchpoint #2 & Final preparation 1</p>
<p>Session 11 ASYNCHRONOUS</p>	<p>Entrepreneurship (Chapter 2, part 1) What is entrepreneurship? The 3 stages of the Entrepreneurship process. Types of financing. Social Entrepreneurship. SKEMA Venture. QUIZ (K2)</p>
<p>Session 12</p>	<p>Groups and Teams (Chapter 17, part 5) A definition of the term group as used in the context of management A thorough understanding of the different kinds of groups that exist in organizations. CASE Better teamwork makes Numerica credit union a winner</p>
<p>Session 13</p>	<p>Managing organization culture (Chapter 18, part 5) Interpersonal skills, what teams are, how to manage them, and how they evolve and behave. The importance of creating and managing a corporate culture to enhance organizational success. Team Project Touchpoint #3 & Final Preparation 2</p>
<p>FINAL</p>	<p>MCQ and Open Questions</p>