

Introduction to **Management**

Lecture 1



Course Instructors

Course Instructors

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Office Hours

Tuesday 4th Slot
or by Appointment

Sunday 4th Slot
or by Appointment



Course Objectives

- To be introduced to the basic theoretical and practical issues involved in management of business organizations.
- To be introduced to the real life issues and complex problems that managers face in contemporary organization.
- To understand the management process



- Specify fundamentals of organizing and discuss the strategic management process
- Review organizational change and development and operations management and control.
- Relate business practices to ethical behaviour and social responsibility



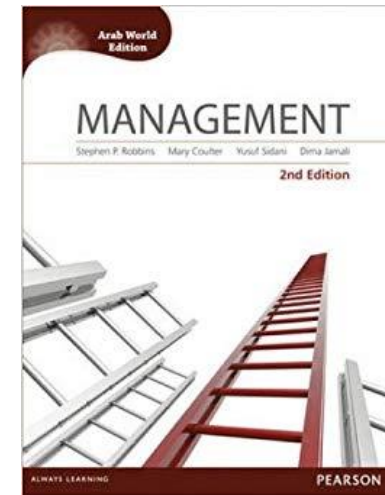
Course Assessment

Assessment Method	Assessment Weights
Mid-Term (Automated MCQ)	50%
Final (Automated MCQ)	50%



Recommended Textbook

Robbins, S. P., Coulter, M., Sidani, Y., Jamali, D., & Robbins, S. P. (2011). *Management (Arab World Editions)*. Pearson Education UK.



Course Overview

INTRODUCTORY LECTURE
THE MANAGEMENT PROCESS – CHAPTER 1
EXTERNAL ENVIRONMENTAL AND ORGANIZATIONAL CULTURE – CHAPTER 3
ETHICAL BEHAVIOR AND SOCIAL RESPONSIBILITY – CHAPTER 5
INTERNATIONAL MANAGEMENT – CHAPTER 4
THE STRATEGIC MANAGEMENT PROCESS (PART 1) – CHAPTER 8
THE STRATEGIC MANAGEMENT PROCESS (PART 2) – CHAPTER 8
ORGANIZATIONAL CHANGE AND DEVELOPMENT – CHAPTER 12
TEAMS AND TEAMWORK – CHAPTER 11
COMMUNICATION, CONFLICT, AND NEGOTIATION – CHAPTER 14
OPERATIONS MANAGEMENT AND CONTROL – CHAPTERS 18 & 17



Course Content

- **Introduction to management and organization.**

- Who are managers? What do they do?
- What is management?
- Why study management?
- The four functions of management.

- **Organizational culture and Environment.**

- Organizational culture (what is organizational culture?).
- How culture affects managers.
- Defining the external environment.
- How the environment affects managers.

- **Managing in a global environment.**

- Understand the global environment.
- Doing business globally and the different types of international org.
- How organizations go international.
- Managing in a global environment (PESTL).



Course Content

- **Social responsibility and managerial ethics.**

- What is social responsibility?
- Managers and ethical behavior.
- Encouraging ethical behavior.

- **Strategic management.**

- The strategic management process.
- Importance of strategic management.
- Implementing strategies.
- Corporate strategies.
- Competitive strategies.

- **Managing Change and innovation**

- The change process.
- Types of organisational change
- Managing resistance to change.
- Stimulating innovation.



Course Content

- **Managing Teams.**

- Groups and groups development
- Work group performance and satisfaction
- Group member resources, structure and process.
- Turning groups into effective teams.

- **Managers and communication.**

- The nature function of communication.
- Methods of communication.
- Overcoming barriers to communication.
- Organizational communication.

- **Introduction to controlling.**

- The controlling process.
- Controlling for organizational performance.

- **Managing operations.**

- The role of operation management
- Managing the value chain management



Why Study Management?

The Value of Studying Management

- The universality of management
 - Good management is needed in all organizations
- The reality of work
 - Employees are either managers or are being managed
- Rewards and challenges of being a manager
 - Management offers challenging, exciting and creative opportunities for meaningful and fulfilling work
 - Successful managers receive significant monetary rewards for their efforts



Why Study Management?

Importance of Pairing engineering and management

- Ability to coach, mentor, motivate and provide constructive feedback to technical professionals
- Knowledge of health and safety, economic, environmental and ethical concerns needed in the industrial/professional field
- Knowledge of current global markets and issues within engineering management
- Ability to use software to construct and use develop successful workable projects and models
- Ability to plan and carry out basic manufacturing and testing procedures in an appropriate and realistic time plan and setting



Studying management is important not only to learn how to be a successful **manager** but it also provides important insights on how to be a successful **entrepreneur**



Important Entrepreneurship Statistics for 2020



62% of adults
believe
entrepreneurship is
a good career



There are 582
million
entrepreneurs in the
world



Only 9% of
entrepreneurs
have a Bachelor's
Degree in business



Important Entrepreneurship Statistics for 2020



#1 reason why businesses fail is there's no market need



22.5% of small businesses fail within the first year



Studies show middle-aged men start the most successful businesses

Emerging Trends in International Management 2019

The following represents some of the emerging trends in the international management context:

1. Crow-Funded Projects
2. Remote Workforce
3. Outsourcing Administration
4. Training through e-learning
5. More Augmented Reality (AR) and Virtual Reality Marketing and Shopping
6. Social Media and Communication Platforms



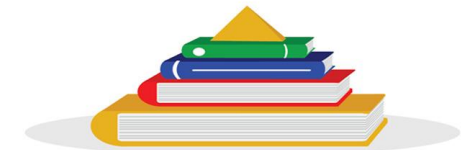
*"Today a **reader**, tomorrow a **leader**."* – Margaret Fuller



How to Access the Egyptian Knowledge Bank

Step 1: Registration

- Go to the website www.ekb.eg
- Register using your personal ID (رقم البطاقة الشخصية)



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Step 2: From the home page click on Sources then click on All Sources

The screenshot shows the EKB website interface. The browser address bar displays `ekb.eg/en/web/researchers/home`. The top navigation bar is red and contains links: HOME, SEARCH, SOURCES, EVENTS, CONTACT US, ABOUT US, and FAQ. A black arrow points to the 'SOURCES' link. Below the navigation bar, a dropdown menu is visible with the following options: ENGLISH SOURCES, ARABIC SOURCES, FRENCH SOURCES, EGYPTIAN JOURNALS, ALL SOURCES, and SEARCH. A black arrow points to the 'ALL SOURCES' option. To the left of the dropdown menu, there is a logo for the Egyptian Knowledge Bank (بنك المعرفة المصري) with the text 'Egyptian Knowledge Bank' and 'بنك المعرفة المصري'. Below the navigation bar, the text 'TRY OUR ACADEMIC SEARCH ENGINE' is displayed in red, followed by the tagline 'The best companion to your studies'. At the bottom, there is a search bar with the placeholder text 'Search..' and a red search button. Below the search bar, the text 'Multi Field Search' is displayed.

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Step 3: Scroll down to search for the database you want

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Emerald and JSTOR are already available on the GUC online library but on the EKB you have access to more articles.



Important Scholars



Tarun Khanna



Michael E. Porter



Joseph Stiglitz



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1. **HarvardX** (Teach Business Leadership Skills for Free. Partnering with EDX, Harvard University empowers students from around the world through its Massive Open Online Courses. Check Entrepreneurship in Emerging Economies in the link below)

https://www.edx.org/course/entrepreneurship-in-emerging-economies?source=aw&awc=6798_1579075457_2c183a0812341e148f085f0dbcc044f6&utm_source=aw&utm_medium=affiliate_partner&utm_content=text-link&utm_term=78888_Skimlinks

2. **Coursera**

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3. **MIT OpenCourseWare**

<https://ocw.mit.edu/index.htm>

4. **World Economic Forum** (Check their Facebook page)

<https://www.weforum.org/>

5. **Forbes Magazine**

<https://www.forbes.com/forbes/#50ff11c737dc>



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- Investment Research Analyst – Canada Pension Plan Investment Board

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2019-20 EDITION

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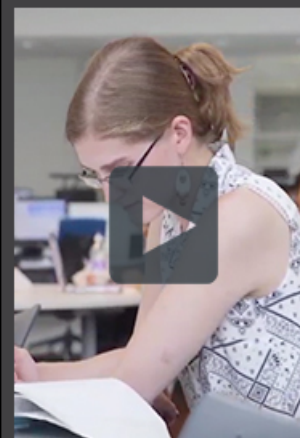
Course description

This course prepares you for a career on the business side of control and systems engineering. Alongside your engineering modules, you'll study marketing management, accounting and finance, strategy and business

DEPARTMENT OF AUTOMATIC
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