

Course Outline

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Week	Key Units	Learning Outcomes
Week 1	<u>CAPSULE – A</u> Introduction to Management	Management & Organizations <ul style="list-style-type: none">- History of Management (early management, classical approach, behavioral approach, quantitative approach, contemporary approaches).- Why study management?- Who are Managers? Why are they important? How is a Manager's job changing? Roles of Managers.
Week 2		Managing the New Workplace <ul style="list-style-type: none">- Managing small businesses- Managing not for profit organizations- Comparison of management an old workplace and new workplace- New management competencies- Managing crises and unexpected events- The learning organization- Managing the technology driven workplace
Week 3	<u>CAPSULE – B</u> Management & Leadership	The Management Challenge <ul style="list-style-type: none">- Constraints and challenges (covering both the External Environment and organizational culture)- Explain the strategies managers use to help organizations adapt to an uncertain environment

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		<ul style="list-style-type: none"> - Managing organization in a global environment - Define a corporate culture and give organizational examples
Week 4	<u>CAPSULE – B (cont'd)</u> Management & Leadership	Leadership in Organizations <ul style="list-style-type: none"> - Understanding the individual behavior (attitudes & job performance, personality, perception and learning) - Managers as leaders (leadership trait & behavioral theories, the Fielder Model, Hersey & Blanchard's situational leadership theory, Path – Goal model) - Managing power, developing trust, empowering employees, leading across cultures, becoming an effective leader
Week 5		Creating a Consumer Focus <ul style="list-style-type: none"> - Managing social responsibility and ethics - What is social responsibility - Green management and sustainability - Managers and ethical behavior - Encouraging ethical behavior - Social responsibility and ethics issues
Week 6	1st Sessional Exam	
Week 7	<u>CAPSULE – C</u> Management & Strategy	Managing a Creative Strategy <ul style="list-style-type: none"> - What is a creative strategy, inclusive of strategic management? - The strategic management process

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		<ul style="list-style-type: none"> - Corporate strategies - Competitive strategies - Current strategic management issues
Week 8	<u>CAPSULE – C</u> Management & Strategy	Developing an Innovative Business Plan <ul style="list-style-type: none"> - Explain what is a business plan? - Five basic elements of a business plan - Description of the business (incorporating a mission / vision statement) - Analysis of your competitive environment (using SWOT, PEST, Porters five forces) - A marketing plan - People and requirements - Financial plan
Week 9		Controlling Quality in Organizations <ul style="list-style-type: none"> - What is controlling and why is it important? - Controlling for organizational performance - Tools for measuring organizational performance - Contemporary issues in control (workplace concerns, adjusting to cross cultural differences, workplace violence, controlling customer interactions) - Corporate governance
Week 10		Marketing & Environmental Assessment <ul style="list-style-type: none"> - Explain the purpose of marketing and the need for developing an effective marketing mix.

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		<ul style="list-style-type: none"> - Summarize elements of the marketing mix – from 4Ps → 7Ps. - Evaluate how market conditions and competitiveness impact design of the marketing mix. - Impact of external forces on market conditions, need to gain and sustain competitive advantage and role of marketing mix in achieving competitive advantage.
Week 11	<u>CAPSULE – D</u> Management & People	Organizational Design <ul style="list-style-type: none"> - Designing an organizational structure (departmentalization, work specialization, chain of command, span of control, centralization & decentralization, formalization) - Traditional organizational designs (simple structure, functional structure, divisional structure) - Organic structures (size & structure, types of legal structures) - The human resource management process and its importance - Identifying & selecting competent employees - Providing employees with needed skills & knowledge - Retaining competent, high performing employees
Week 12	2nd Sessional Exam	
Week 13		Communication in Organizations <ul style="list-style-type: none"> - Managers & communication - Nature & function of communication - Methods of an effective interpersonal communications

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	<u>CAPSULE – D</u> Management & People	<ul style="list-style-type: none"> - Organizational communications with impact of IT - Communication issues in today's world organizations
Week 14		Organizational Motivation <ul style="list-style-type: none"> - Motivating employees (what is motivation in light of early and contemporary theories) - Maslow's hierarchy of needs theory - McGregor's theory X and Theory Y - Herzberg's two factor theory - Motivating in tough economic circumstances - Managing cross-cultural motivational challenges - Motivating unique group of workers - Designing appropriate rewards programs
Week 15	<u>CAPSULE – E</u> Management & Organization	Decision-making processes in Organizations <ul style="list-style-type: none"> - The decision making process - Managers making decisions - Types of decisions and decision making conditions - Decision making styles (linear / non – linear thinking style profile, decisions making biases and errors) - Effective decision making in today's world
Week 16		Operations Management <ul style="list-style-type: none"> - Role of operations management (services & manufacturing industry) - Strategic role of operations management

Week	Key Units	Learning Outcomes
		<ul style="list-style-type: none">- What is value chain management and why is it important
Week 17	<u>CAPSULE – E (cont'd)</u> Management & Organization	Information Technology & Control <ul style="list-style-type: none">- Evaluate the impact of IT on business- Types of technology used by business (e-commerce, social media, digital communication etc.),- Understand how technology influences business activity in terms of sales, costs, marketing mix
Week 18		Managing Entrepreneurial Ventures <ul style="list-style-type: none">- What is entrepreneurship and why is it important?- Start – Up and planning issues- Legal forms of organizations- Human resource management and its issues in entrepreneurial ventures- The entrepreneur as a leader- Managing growth and downturns- Exiting the venture- Managing personal life choices and challenges
End of Session		