



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma Pengurusan Muamalat
COURSE NAME	Principle of Management
COURSE CODE	DBG 1013
CREDIT HOUR	3
SYNOPSIS	This course will discuss on concepts of marketing, marketing environment and marketing ethic, consumer and business decision making, segmenting and targeting market, product decisions, developing and managing products, marketing channels, retailing, marketing communication, advertising, sales promotion, public relations, personal selling and direct marketing, pricing concept and setting the right price. Apart from that also to exposure student of view Islamic on same as marketing techniques and paradoxical with Islamic law also given.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction to management 1.1 Definition of management 1.2 Measuring managerial performance 1.3 Management process 1.4 Managerial levels 1.5 Management skills 1.6 Managerial roles 1.7 The Challenge of management debenture
2	Planning 2.1 Definition and the importance of planning 2.2 Types of planning and goals 2.3 Types of planning and goals 2.4 The nature of managerial decision making
3	Organizing 3.1 Definition of organizing 3.2 The organizing process 3.3 Division of work/labor 3.4 Organizational structure 3.5 Span of management 3.6 Types of organization chart



4	Motivation 4.1 Definition of management; 4.2 Early view on motivation; 4.3 Content theories of motivation; Expectancy theory; Equity theory; Reinforcement theory; Goal setting theory
5	Leading 5.1 Definition of leadership 5.2 Leadership approaches 5.2.1 Trait theory 5.2.2 Behavioral theory 5.2.3 Contingency approaches 5.3 Power
6	Control 6.1 Definition of controlling and control; the controlling process; Types of control; potential barriers to successful control; making controlling successful
7	Communication 7.1 The communication processes 7.2 Formal organization communication 7.3 Informal organization communication 7.4 Barriers of effective communication and how to overcome them 7.5 Achieving communication effective 7.6 Categories of interpersonal communication
8	Quality 8.1 Definition of Quality and TQM 8.2 The important of quality 8.3 Tools of TQM 8.3.1 Fishbone diagram 8.3.2 Benchmarking
9	Management from Islamic Perspective 9.1 Philosophy and principles Islamic management; Examples on practice of Islamic organizations
References:	1. Norlida Kamaluddin, Za'faran Hassan, Rabiah Abdul Wahad, Rohaya Mohd Hussein, Principles of Management, 3, Oxford Fajar Sdn. Bhd 2018, ISBN: 978983476225