Principles of Management

Course Description

In the fast-changing and complex environment of today's business world the economic survival and success of an organization depends highly on its management. For future managers it is indispensable to be familiar with the fundamental principles of management as the basis for the development of further managerial knowledge and skills. This course introduces necessary functions, roles and skills for managers and their decision-making process. Furthermore, it discusses the basic managerial functions of planning, organizing, leading and controlling in detail.

Contents

1. Introduction to Management
   1. Functions, Roles and Skills of Managers
   2. Influencing Factors on Managers' Tasks
   3. History of Management
2. Managerial Decision-Making
   1. Decision-Making Process
   2. Approaches to Decision Making
   3. Types of Decisions and Decision-Making Conditions
3. Planning and Goal-Setting
   1. The Role of Planning
   2. Goals and Plans
   3. Setting Goals and Developing Plans
4. Strategic Planning
   1. Strategic Management
   2. The Strategic Management Process
   3. Corporate Strategies
   4. Competitive Strategies
5. Organizing
   1. Organizational Structures and Design
   2. Organizational Change
   3. Managing Change
6. Leading
   1. Interpersonal and Organizational Communication
   2. Organizational Behavior
   3. Leadership
7. Controlling

7.1 The Control Process

1. Tools for Measuring Organizational Performance