

American College Dublin

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IB200 INTRODUCTION TO MANAGEMENT

Credits:	3 US credits / 6 ECTS credits
Credit level:	Stage one
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2015/16
Semester:	1
Lecturer:	Marc Gallagher

MODULE DESCRIPTION

A study of the theories, practices, procedures and problems involved in modern corporate business management. The course is an introduction to management and the principles of doing business in a dynamic and fast moving environment.

INTENDED LEARNING OUTCOMES

At the end of the module, students will have:

1. An understanding of the principles of management
2. The ability to critically analyse the process of management
3. The knowledge to develop innovation in an organisation
4. An appreciation of the inter-relationships of the functions in organisations
5. The capacity to recognise entrepreneurial opportunities
6. The ability to relate a range of managerial activities into a coherent whole

TEACHING METHODS

Lectures, exercises, assignments, readings and group discussions, based on aspects of management in an organisational context.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	All sections	Lectures, readings, class exercises and discussions	Class exercises, assignments, exam and participation
2	Sections 3 - 6	Lectures, class exercises and discussions	Class exercises, assignments exam and participation
3	Sections 4 - 6	Lectures, readings, class exercises and discussions	Class exercise, assignments, exam and participation
4	Sections 4 - 6	Lectures, readings, class exercises and discussions	Class exercise, assignments, exam and participation
5	Sections 1 - 3	Lectures, readings, class exercises and discussions	Class exercises, exams, assignments and participation
6	All sections	Lectures, class exercises and discussions	Assignments, exams, class exercises and participation

COURSE OUTLINE

All the materials mentioned below can be found in PPP Chapters and Chapter summaries at at *Website Fundamentals of Management 3e R. Griffin*

	WEIGHTING
1. Management in context (Chapters 1, 2 & 3 - Griffin)	15%
a) What is management	
b) Management theory	
c) Understanding the environment	
d) Adapting to change	
2. Themes in Management (Chapters 4 & 5 - Griffin)	20%
a) Global business	
b) Social responsibility and ethics	
3. Planning and decision making (Ch. 7, 8, 9 & 10 - Griffin)	15%
a) Planning and strategic management	
b) Decision making & Problem-solving	
c) Entrepreneurship	
4. Organizing, Leading a (Chapters 11, 12, 13, 14 & 15 Griffin)	20%
a) Principles and design	
b) Leadership and motivation	
c) Human Resource Management	

5. Implementing policies and plans (Chapters 18 Griffin) 20%
- a) Communication & Interpersonal relations
 - b) Marketing management
 - c) Innovation
6. Control and Change (Chapters 20 and 21, Griffin) 10%
- a) Control of management processes
 - b) Control, learning and change

REQUIRED TEXT

Griffin, R.W., (2009). *Management*. Eighth Edition. Houghton Mifflin, Boston.

SUPPLEMENTARY READING LIST

Certo, S.C. (2002) *Modern Management*. Ninth Edition. Prentice Hall.

Drucker, P. (1999). *Management Challenges for the 21st Century*. Butterworth-Heinemann.

Evans, P. & Wurster, T.S. (2000). *Blown to bits, how the economics of information transform strategy*. Harvard Business School Press, Boston.

Kotter, J. (2002). *Leading Change*. Harvard Business Review.

Covey, S. (1992). *The Seven Habits of Highly Effective People*. Prentice Hall.

Smith, I. & T. Boyns (2005) *British management theory & practice: the impact of Fayol*; Emerald Vol.43, No.10, pp 1317-1334

Brews, J & E. Wray-Bliss,(2008) *Re-searching Ethics: Towards a More Reflective Critical Management Studies*, Organisation Studies: 1521

Collins, D (2001) *The fad motif in management scholarship*, Employee Relations, Vol. 23, No.1 pp.26-37 MCB University Press

NEWSPAPERS, PUBLICATIONS & LIBRARY FACILITIES

Students are also encouraged to read and refer in class to articles of current management interest from the following publications as part of class discussion and class presentations; The Wall Street Journal; The Financial Times; The European; Newsweek; The Irish Times; The Sunday Business Post; The Economist; etc.

INTERNET WEBSITES

<http://www.unison.ie/irishindependent/>

<http://www.kompass.ie/>

<http://www.ireland.com/newspaper/>

<http://www.guardian.co.uk/>

<http://www.ft.com/>

<http://www.actualidad.com/>

<http://www.sbpost.ie>

<http://www.economist.com/>

ASSESSMENT/GRADING

The following must be completed satisfactorily by any student undertaking the standard assessment of the course.

Assignment: Students are required to submit an individual or group project based on a business issue relevant to management. This to include strategy, argumentative questioning and a conclusion to facilitate management decision making.

Presentation: Students are required to present their assignment individually or in groups.

Examination: The examination consists of a series of interrelated questions based on the book and handouts. Students will be given a number of questions out of which they choose three.

Assessment will take the form of:

Assignment	30%
Presentation	10%
Attendance/Participation	10%
Final exam	<u>50%</u>
Total	100%

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf (page 23).

ATTENDANCE

Attendance is crucial. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer. See Academic Policies and Procedures in the ACD Catalogue.

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue.