

## Course Syllabus

- 1. Name of Curriculum** Bachelor of Business Administration  
Mahidol University International College
- 1. Course Code** ICMB 232      **Course Title** Essentials of Management
- 2. Number of Credits** 4      **(Lecture/Lab)** (4-0)
- 3. Prerequisites** -
- 4. Type of Course** Core Course
- 5. Semester / Academic Year** First, Second, Third / 2004

**6. Course Description**

The basic skills required in management, how the principles of management developed, the necessary attributes of a manager, and coverage of significant management theories. The course will also serve as an introduction to mini case studies, which involves each group working as a management team.

**7. Course Objective**

The course addresses the basic concept of management, the roles of the manager, and the changing nature of both the organization and management. The course explores and focuses around the managerial functions of management: Planning, Organizing, Leading, and Controlling.

**8. Course Outline**

Week	Topic			Instructor
	Lecture / Seminar	Hour	Lab.	
1	-Introduction to Essentials of Management -Management and Managers	4		Michael Naglis
2	-Evolution of Management Theory and Thought	4		Michael Naglis
3	-External Environment -Ethics and Social Responsibility	4		Michael Naglis

4	-Managing Diversity -Effective Managerial Decision making	4		Michael Naglis
5	-Planning and Strategic Management -Designing the contemporary organization	4		Michael Naglis
6	-Review Session -Midterm Examination	4		Michael Naglis
7	-Human Resource Management	4		Michael Naglis
8	-Organization Culture and Change -Leadership	4		Michael Naglis
9	-Leadership(cont.) -Motivating for performance	4		Michael Naglis
10	-Communication -Team and Group Dynamics -Foundation of Control	4		Michael Naglis
11	Group Presentations	4		Michael Naglis
	Final trimester exam	2		
	<b>Total</b>	<b>46</b>		

### 9. Teaching Methods

Lecture, Case Study, Classroom interaction, and Group assignments

### 10. Teaching Media

Textbooks and Transparencies

### 11. Course Assessment

Assignments and quizzes	10%	Group Project
	20%	
Mid-term Exam	35%	Final Exam
	35%	

### 12. Course Evaluation

Based on the standard MUIC grading assessment

### 13. References

- Management: Competing in the new era*/ Thomas S. Bateman, Scott A. Snell.  
5<sup>th</sup> ed. ISBN 0-07-240859-6  
McGraw-Hill Companies, Inc. 2003 (on reserve in the MUIC library)
- Management: The new competitive landscape*/ Thomas S. Bateman, Scott A. Snell.  
6<sup>th</sup> ed. ISBN 0-07-121429-1 McGraw-Hill Companies, Inc. 2002
- Management: Challenges in the 21<sup>st</sup> century*, 3e/Lewis, Goodman, and Fandt  
South-Western College Publishing 2003
- Management*, 7<sup>th</sup> edition, Stephen Robbins, Mary Coulter  
ISBN 0-13-061917-5  
Prentice Hall International, Inc. 2001
- Fundamentals of Management*, Griffin  
3<sup>rd</sup> ed. ISBN 0-618-203397  
Houghton Mifflin Company 2000
- Modern Management*, Samuel C. Certo  
9<sup>th</sup> ed. ISBN 0-13-067089-8  
Pearson Education, Inc. 2001

### 14. Instructor

Michael Naglis

### 15. Course Coordinator

Gregory Vrhovnik