



## UNIVERSITI TEKNOLOGI MARA

### ADM601: MANAGEMENT PRINCIPLES AND PRACTICES

<b>Course Name (English)</b>	MANAGEMENT PRINCIPLES AND PRACTICES <b>APPROVED</b>
<b>Course Code</b>	ADM601
<b>MQF Credit</b>	3
<b>Course Description</b>	The subject examines the complex and eclectic managerial role vis a vis the dual concerns of organisational effectiveness. This is seen firstly in the managerial practices that impinge on the internal management of the organisation. Secondly, in the management of corporate affairs and strategic positioning of the organisation in a dynamic external environment.
<b>Transferable Skills</b>	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
<b>Teaching Methodologies</b>	Lectures, Case Study, Tutorial
<b>CLO</b>	CLO1 recognise and understand the key functions of management that accomplish organisational objectives. CLO2 apply management principles that contribute to organisational success CLO3 understand the variability of environmental factors and its impact on managerial action CLO4 identify and analyse the interrelationships and relative significance of the various factors intertwined in a management problem
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. The Manager</b> 1.1) Key Managerial Functions, roles, Skills 1.2) Identification of managers vis a vis management levels, general functional managers , line-staff 1.3) The scope of managerial authority, responsibility an accountability in terms of demands, constraints and choices. 1.4) Management decision making, objective setting and management by objectives 1.5) Management of managers, measures to increase managerial 1.6) effectiveness - motivation, performance, satisfaction; training and management development, and management succession plans.	
<b>2. The Organisational Context</b> 2.1) Organisational structure and Design - identification and analysis of organisational forms and structures 2.2) Bases of authority and organisational relationships impinging on management - coordination, span of management centralization/decentralization, delegation 2.3) The organisation and coordination of organisational functions, production, operations, marketing, research and development 2.4) Variables affecting changes in organisational structure and size	
<b>3. Managing Organisational Change and Development</b> 3.1) Environmental trends and challenges and its impact on industry/business 3.2) Developing organisational conditions for effective change organisational culture, development of corporate plans and new corporate strategies - strategic planning, Total Quality Management, Reengineering, benchmarking 3.3) Developing managerial skills to manage change and creativity 3.4) role of functional/ general management, Management Services Division and internal and external consultants.	

#### **4. Social Issues in Management**

- 4.1) Relations between society and organisations business/government relations
- 4.2) Impact of business policy on society
- 4.3) Impact of social values on management ethics
- 4.4) Corporate social responsibilities to shareholders, consumers, suppliers, employees and environment
- 4.5) Government regulation of business
- 4.6) Formulation of Socially Responsive Strategies

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	10%	CLO1 , CLO2 , CLO3 , CLO4
	Presentation	n/a	10%	CLO1 , CLO2 , CLO3 , CLO4
	Test	n/a	20%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Robbins, S. P, DeCenzo, D.A. and Coutler, M. 2011, <i>Fundamentals of Management</i>, 7th ed. Ed., New Jersey: Prentice Hall</li> <li>• Carnall, Colin and Maxwell, Susan 1988, <i>Management; Principles and Policy</i>, Cambridge ICSA Publishing Ltd</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources