**Course Syllabus**

**Instructor’s Name**

**MKT 201- Principles of Management**

**Spring, 2021**

**Lecture Time and Location:**

**MKT 450/51:** xxxxxxxxxxxxx

**Contact Information:**

**Location:** 1st floor, Management & Marketing Department

**Office:** 24986095

**Email:** xxxxxxxxxxxxx

**Social media:** xxxxxxxxxxxxx

**Office hours:** xxxxxxxxx

**Course**

**Materials:** xxxxxxxxxxxxxx

# Course Description

This course introduces the student to management and the important role it plays in the modern economy and how it accomplishes that. The course begins with a birds eye view of the history of management thought and then examines the different functions of management and how they are carried in the face of the challenges of our age, from technology to globalization and societal demands

Right now, you are being taught in an organization, and later you will work in an organization. You rely on organizations to obtain your basic life necessities (hobbies, food, activities). Organizations are often defined as a collective entity oriented towards a common goal. Management involves formulating that goal and being able to help others achieve that goal. Managers need to make decisions in complex and unclear situations, which requires creativity and analytical skills. Formally, managers both formulate strategies and implement strategies. Managers need to utilize different methods to influence others to achieve their individual goals to reach a shared goal. For example, the managerial skills needed to influence individuals and teams differ. Thus, management is needed at all levels of an organization.

We will examine different aspects of how managers address their environments, people and tasks to achieve their goals. In other words, this course will explore business management concepts, ideas, theory and practice in organizations. You will acquire a greater understanding of basic management principles.

# Course Learning Objectives (CLOs)

The college of business administration (CBA) at Kuwait University is accredited by the Association to Advance Collegiate School of Business (AACSB), which represents the highest standards of achievement worldwide for business schools. In line with maintaining such standards, each program at the CBA has developed a set of objectives that our graduates will achieve at the end of their learning experience. Therefore, the following goals are specifically mapped to MKT 201.

At the end of this course our graduates shall be able to:

1. **Classify** management concepts, importance, and effects.
2. **Summarize** the changes in theories about how management should behave, motivate, and control their employees.
3. **Clarify** what organizational culture is and how managers create and deal with it.
4. **Identify** the main stages of the planning process and explain its relation to company’s strategy.
5. **Recognize** organizational structures and their effects on the firm.
6. **Understand** what and how organizational change effect firm performance.
7. **Understand** what leadership is and what makes an effective leader.

**CLO Mapping to CBA Skill Based Competency Goals\***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | |
| Analytical | Communication | Information Technology | Business Ethics |
| 1 | I | I |  |  |
| 2 | I | I |  |  |
| 3 | I |  |  |  |
| 4 | I |  |  |  |
| 5 | I |  |  |  |
| 6 | I |  |  |  |
| 7 | I | I |  |  |

# Type of Emphases:

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

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# Course Format

**Class Rules**

# Student Assessment Measures

**Summary of Evaluation Criteria**

|  |  |
| --- | --- |
| **Detailed Evaluation Areas** | |
|  |  |
|  |  |
|  |  |
|  |
|  |  |
|  |  |
| **Final** |  |
| **Total** | **100%** |

**Grading Distribution:**

|  |  |
| --- | --- |
| Grade | Range |
| A |  |
| A- |  |
| B+ |  |
| B |  |
| B- |  |
| C+ |  |
| C |  |
| C- |  |
| D+ |  |
| D |  |
| F |  |

# Academic Integrity

As in any class, all individual assignments must be written by you and contain your own thoughts and perspectives. However, collaboration with others is allowed and even encouraged. As you will see in class, discussion with others frequently leads to new insights, approaches, and understanding. When you collaborate with others, you *may* reach common conclusions. If this happens, *each person must still submit a separate assignment written in her or his own words.* If you work with anyone else when completing an individual assignment, simply note this on your paper, underneath your name: “Collaborated with**…” MLA guidelines for references** and citations are to be followed as well.

*A failure to disclose collaboration with other students will result in a “0” grade on the assignment for all parties involved.* Plagiarism and other forms of academic dishonesty will result in a “0” on the assignment and may result in an “F” for the course if the infraction occurs for a major assignment.

# Cheating and Plagiarism

Cheating and Plagiarism will not be taken lightly. The faculty will enforce university policies. Please refer to your student manual also can be found in the university website

**http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf**

**Attendance**

University Policy allows students attending:

Monday, Wednesday Classes [2|4]. You will receive First Warning after 2 absences; Second and Final Warning after another 2 which brings your total to 4;

Sunday, Tuesday, Thursday Classes [1|3|5]. You will receive First Warning after 3 absences; Second and Final Warning after another 3 which brings your total to 6.

***Tentative Schedule***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Week*** | ***Class*** | ***Day/Date*** | ***Chapter*** | ***Other Comments*** |
| ***1*** | ***1*** |  |  |  |
| ***2*** |  |  |  |
| ***2*** | ***3*** |  |  |  |
| ***4*** |  |  |  |
| ***3*** | ***5*** |  |  |  |
| ***6*** |  |  |  |
| ***4*** | ***7*** |  |  |  |
| ***8*** |  |  |  |
| ***5*** | ***9*** |  |  |  |
| ***10*** |  |  |  |
| ***6*** | ***11*** |  |  |  |
| ***12*** |  |  |  |
| ***7*** | ***13*** |  |  |  |
| ***14*** |  |  |  |
| ***8*** | ***15*** |  |  |  |
| ***16*** |  |  |  |
| ***9*** | ***17*** |  |  |  |
| ***18*** |  |  |  |
| ***10*** | ***19*** |  |  |  |
| ***20*** |  |  |  |
| ***11*** | ***21*** |  |  |  |
| ***22*** |  |  |  |
| ***12*** | ***23*** |  |  |  |
| ***24*** |  |  |  |
| ***13*** | ***25*** |  |  |  |
| ***26*** |  |  |  |
| ***14*** |  |  |  |  |
|  |  |  |  |
| ***-*** |  |  |  |