

American University of Central Asia
Course Information
School of Entrepreneurship and Business Administration
Fall 2017

Course Title:	Principles of Management
Course Code:	MBA500
Course Coordinator:	Assist. Prof. Dr. Urmat Ryskulov
Course Duration:	16 weeks
No. of Credit Units:	6
Class meeting:	435
Mode:	On Campus
Contact:	Ryskulov_u@auca.kg
Appointments/Hours	Friday, 18:30-21:15

Subject Pre-Requisites (If any):

1. Abstract:

The Principles of Management introductory core course provides students an overview of management functions, organizational environment and its structure. The course provides an important foundation for the study of business management that is based on an understanding of basic management functions. The course contents are supported by selective case studies to improve the critical thinking and analytical skills of the students.

2. Course Aims:

The course intends to provide conceptual learning, critical thinking, and demonstration of problem-solving skills for students based on specific and general topics on management such as Business Environment and Functions, Business Ethics. Specifically, the course aims to show how to design, deploy, continuously improve and integrate the functions of planning, organizing, leading and control in a business organization.

3. Learning Outcomes:

- a. Students will recognize and analyze the role of managers in carrying out the functions of planning, organizing, leading and controlling in a business;
- b. Students will analyze the importance of operations management and apply the tools and processes used in executing the action plan in alignment with the strategic plan of the business organization.
- c. Students will demonstrate awareness of ethical, social responsibility, and citizenship issues and the necessity and obligation to apply them in decision making in the local, regional, and global workplace.
- d. Students will demonstrate that they are aware of the ethical and social responsibility



issues in management and to make management decisions in the future using ethical, legal, and socially responsible choices in a managerial context.

- e. Students will demonstrate understanding of all business functions, practices and related theories and be able to integrate this functional knowledge in order to address business problems.
- f. Students will be able to demonstrate knowledge of today's domestic and global business environment (e.g., legal, regulatory, political, cultural, and economic).

4. Assessment Tasks/Activities

The course activities provided based on scheduled content, and are supported by relevant case studies which are obligatory for all students to read and be ready to demonstrate their critical thinking skills throughout the class. The content aims to have one week for the demonstration and review of the theory, and one week for the case study work depending on the size and content of the case study. Additionally, relevant article papers on topic covered will be provided depending on class condition.

The assessment of the course based on:

- Mid-term 25%
- Final 25%
- Case Study Analysis and Presentation 40%
- Attendance and Participation 10%

5. Course Policies:

Course instructor reserves the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.

6. Submission of Assignments:

Written assignments are to be completed in APA style Format in class on the date they are due. Late submission will account for 20 percent less than achieved grade.

Individual case studies provided to each student are subject to critical analysis of the students based on the topics covered throughout the course and strongly recommended to use academic works presented or published by other scholars.

7. Academic Integrity

- I. *The use of cell phones (talking, texting, etc.) during class is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*
- II. *The use of any other electronic devices (SUCH AS LAPTOP, IPADS) during class for any purpose not related to the furtherance of the class objectives is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*

- III. *Students are expected to follow the AUCA ACADEMIC HONESTY code. All types of plagiarism are strictly prohibited. If a student fails to observe this requirement, the instructor may assign an "F" for the work or an "F" for the whole class, depending on the type of assignment and relevant circumstances. Students are expected to read and follow the section on the Student Academic Dishonesty of the AUCA Code of Student Rights, Responsibilities and Conduct.*
- IV. *You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from such students. However, this permissible cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e-mail, an e-mail attachment file, a diskette, or a hardcopy.*
- V. *Inconsistent attendance will be penalized; if you are missing approximately 30% of class (5 out of 16 weeks schedule) students will be deducted 2 marks from their attendance; and that will gradually increase on a sliding scale; class attendance must be signed off only at the end of class;*

8. GRADING CRITERIA [YOU CAN KEEP IT THE WAY IT IS AS THIS IS WHAT AUCA PRACTISES]

A 100-93%	B- 82-80%	D+ 69-67%
A- 92-90%	C+ 79-77%	D 66-61%
B+ 89-87%	C 76-73%	D- 62-60%
B 86-83%	C- 72-70%	Failing Grade: below 60%

9. Explanation of Grades Obtained [THIS IS GOOD TO HAVE AS IT CLEARLY PROVIDES SOME SHIELD AGAINST STUDENT ARGUING ABOUT MARKS]

- A** Student demonstrates exceptional understanding and able to critique existing literature and shows good abilities to derive policy implications; Performs well in every aspect of class participation and submits final paper of Journal quality.
- B** Ability to think conceptually and to perform in class participations, and in final paper. Student is able to form plausible arguments and provides reasonable conclusions.
- C** Marginal ability to analyze material presented in lectures and readings. While the student has attended class and involved in discussions, performance is merely class average.
- D** Limited ability to analyze material presented in lectures and readings. While the student has attended class and involved in discussions, performance has been below class average.
- F** Poor learning or lack of effort, the student has failed to demonstrate even a minimal capacity to analyze concepts and theories. Misses most classes and performed very poorly in, or even failed to participate in class discussions. The final paper, if submitted, has been of a poor standard or plagiarized.



10. Tentative Course Schedule: *May change to accommodate guest presenters & student needs*

Topics	Readings to be discussed	Homework Assignment	Other
September 8 Syllabus Review, Managers and Entrepreneurs	Chapter One		
September 15 Evolution of Management Thought, Diversity, Global Economy, and Technology	Chapter Two and Three Reading 1		
September 22 Case Discussion and Analyses	Case 1		
September 29 Cross-Cultural Competence, Corporate Social Responsibility	Chapter Four and Five Reading 2		
October 6 Case Discussion and Analyses.	Case 2		
October 13 Planning and Decision Making.	Chapter Six, Seven, and Eight Reading 3 Reading 4		
October 20 Case Discussion and Analyses.	Case 3		
October 27 Organizing, Managing Human Resources, and Communicating.	Chapter Nine, Ten, Eleven		
November 3 Case Discussion and Analyses.	Case 4		
November 10	Fall break (no classes)		
November 17 Motivating and Leading	Chapter Twelve, Thirteen Fourteen, and Fifteen		
November 24 Case Discussion and Analyses	Case 5		
December 1 Case Presentation	Group 1: Case 6		
	Group 2: Case 7		
December 8 Case Presentation	Group 3: Case 8		
	Group 4: Case 9		
December 15 Case Presentation	Group 5: Case 10		
	Group 6: Case 11		
	Group 7: Case 12		

11: Readings

Readings and cases together with the chapters assigned for the weekly schedules are must for all students. All students need to read and be prepared to discuss in the class.

Textbook:

Textbook required for the course: Kreitner, R. (2009). Management, (11th edition), Boston: Houghton Mifflin Harcourt.



Additional Materials:

Reading 1. Thomas, D. A. (2004). Diversity as strategy. *Harvard business review*, 82(9), 98-98.

Reading 2. Choi, David Y., and Edmund R. Gray. "Socially responsible entrepreneurs: What do they do to create and build their companies?." *Business Horizons* 51.4 (2008): 341-352.

Reading 3. Newth, F. (2012). *Business models and strategic management: a new integration*. Chapter three: Business Model and Strategic Direction. Business Expert Press, Harvard University

Reading 4. Newth, F., (2012), *Business models and strategic management: a new integration*. Chapter four: Business Model and Competitive Advantage. Business Expert Press, Harvard University.

Cases:

- Case 1.** L'Oréal Rolling Out The Global Diversity Strategy.
- Case 2.** Finolex: Developing an Integrated Corporate Social Responsibility Strategy.
- Case 3.** Strategic Planning at Apple Inc.
- Case 4.** The North West Company Human Resources.
- Case 5.** Motivated Reasoning, Leadership and Team Performance.
- Case 6.** Boeing The case for supplier diversity.
- Case 7.** Geosoft Inc Leading Across Cultures.
- Case 8.** Melco Entertainment Limited.
- Case 9.** Martin Bauer Group: Corporate Social Responsibility with Eindollarbrille.
- Case 10.** Donovan Marks Shifting Entrepreneur Motivation.
- Case 11.** Jacques Kemp Toward performance excellence.
- Case 12.** General Motors of Canada Common System Implementation