

# COURSE OUTLINE

**Year: 2006/2007**

**LEVEL : I, TERM 1**

**NAME OF THE SUBJECT: Principles of Management**

**NO. CREDITS: 4**

**NAME OF THE TEACHER: Jorge Estera**

**SHORT CV OF THE TEACHER:** B.Sc( Universidad de Barcelona ) Master in Food Technology and PhD in Neurobiology. 20 years as Marketing Director (Osborne,Domecq and Procter and Gamble ).5 years as General Manager.

## SEMESTER 1

**COURSE DESCRIPTION:** Preparing students for the challenging and rewarding career of managing in international environment .

### **COURSE OBJECTIVE**

**Explaining,debating and correcting the understanding and application of the main managerial functions : planning,organising,staffing and controlling.**

### **COURSE STRUCTURE:**

The course is both theoretical and practical .Case studies,presentations and assignments are constantly prepared by students during the course , fostering management skills and creativity .The methodological approach helps students to understand what management in action really means.

### **SYLLABUS**

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	Structure of the course by semesters .Analysis of book chapters. .Presenting the compulsory book :to be used in class : Management by Harold Koonntz.
18 Sept -22 Sept	Teaching Week 1	Wk 2	Cases to be studied and presented during semester I .All the basic components of a case study.
25 Oct -29 Oct	Teaching Week 2	Wk 3	Planning.Objectives and Strategy.Glosary of terms.Management by objectives.
02 Oct -06 Oct	Teaching Week 3	Wk 4	Vision and mission of organizations . Practical examples .Developing objectives,strategies,norms procedures <nd budgets.
09 Oct -11 Oct	Teaching Week 4 <b>12 Oct, 13 Oct Bank Holiday</b>	Wk 5	The nature of organizing and entrepreneuring
16 Oct -20 Oct	Teaching Week 5	Wk 6	Presentation a full case AMPS
23 Oct -27 Oct	Teaching Week 6	Wk 7	Reviewing BCG,SWOT Analysis,Growth Vector Analysis and financial ratios using AMPS' case.
30 Oct -03 Nov	Teaching Week 7 <b>01 Nov Bank Holiday</b>	Wk 8	IProduct Life Cycle.Different strategies during formation or decline periods
06 Nov -10 Nov	Teaching Week 8	Wk 9	Developing the case AMPS I by the teacher to understand how a case must be presented ,later,by students
13Nov -17 Nov	Teaching Week 9	Wk 10	Reviewing all strategic terminology .
20 Nov -24 Nov	Teaching Week 10	Wk 11	Presentating case n <sup>o</sup> 1 by group
27 Nov -01 Dec	Teaching Week 11	Wk 12	Presentating case n <sup>o</sup> 2 by group
04 Dec -08 Dec	Teaching Week 12 <b>06 Dec – 08 Dec Bank Holiday</b>	Wk 13	Presentating case n <sup>o</sup> 3 by group
11 Dec –15 Dec	<b>EXAMS</b>	Wk 14	Partial exam covering all theory given in Semester I
	<b>TOTAL HOURS</b>		

### **Course text Books Recommended SEMESTER 1**

Management by Harold Koontz ( McGraw -Hill )

### **STUDY CASES SEMESTER 1**

AMPS (presented by teacher only,to be used as paradigm) plus Dif actual cases (British Airlines , Volvo, Sony.....etc ) ,presented by groups