

**Course Profile**  
**Department of Management / Management Program**

Course Number: <b>MAN 102</b>	Course Title: <b>Principles of Management</b>
Required / Elective: <b>Required</b>	Pre / Co-requisites: -
Catalog Description: General principles, major topics and essential terminology of the over expanding area of business; issues of general management.	Textbook / Required Material: Daft, Richard L. (2009) New Era of Management, 9th Edition, South-Western Publishing.
Course Structure / Schedule: (3+0+0) 3 / 6 ECTS	
Extended Description: Upon completion of this course, students will be able to gain an appreciation for basic concepts of management as it relates to the total organization, develop an understanding of dynamics of work environment and obtain skills necessary for effectively allocating and using resources to create value for customers.	
Design content: None	Computer usage: Microsoft Word
<p>Course Outcomes: [relevant program outcomes in brackets]:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Integrate concepts and theories across all business functions. [1,2]</li> <li>2. Explain how different disciplines contribute to more generic management tasks and projects. [1,2]</li> <li>3. Make appropriate interventions and decisions in the management of teams, projects and departments. [1,2]</li> <li>4. Describe the characteristics, determinants, &amp; methods of creating and sustaining organizational culture. [1,2]</li> <li>5. Describe how to implement strategies utilizing and integrating the functional areas of an organization. [1,2]</li> <li>6. Apply teamwork skills as they pertain to strategy analysis, formulation and implementation. [1,2,4]</li> <li>7. Apply communication skills as they pertain to strategy analysis, formulation and implementation. [1,2,4]</li> </ol>	
Recommended reading: Tony Morden (2004) Principles of Management, Ashgate Publishing Limited, Second Edition.	
Teaching methods: Lectures, slides of each chapter is presented, case study discussions.	
<p>Assessment methods:</p> <p>Attendance: 10 %</p> <p>Midterms: 40 %</p> <p>Final Examination: 40 %</p> <p>Assignments, Case Studies, Quizzes: 10 %</p>	
Student Workload/ECTS (European Credit Transfer System) Tableau:	

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	3	42
Lectures	14	3	42
Assignments	5	3	15
Quizzes	3	3	9
Case studies	3	3	9
Midterm	1	16	16
Final Examination	1	17	17

TOTAL: 150 hours / 25 = 6 ECTS

#### Weekly Subjects and Related Preparation Studies

Week	Subject	Related Preparation
1	Introduction to class and syllabus	
2	Introduction to Management Managing the New Workplace	Richard Daft, Management, International edition
3	Historical Foundations of Management	Richard Daft, Management, International edition
4	Corporate Culture	Richard Daft, Management, International edition
5	Managing in a Global Environment	Richard Daft, Management, International edition
6	Managerial Ethics and Corporate Social Responsibility	Richard Daft, Management, International edition
7	Midterm Week	
8	Managerial Planning and Goal Setting	Richard Daft, Management, International edition
9	Strategy Formulation and Implementation	Richard Daft, Management, International edition

10	Innovation, Change and Development	Richard Daft, Management, International edition
11	Human Resources Management	Richard Daft, Management, International edition
12	Managing Quality and Performance	Richard Daft, Management, International edition
13	Leadership in Organizations	Richard Daft, Management, International edition
14	Motivation in Organizations	Richard Daft, Management, International edition

The Relationship Between Course Learning Outcomes and Program Qualifications

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting					x
2	Integrate the theories with the real life functions.					x
3	Communicate and present ideas effectively in verbal and written.				x	
4	Participate in a team work effectively and increase the dynamics of the team.			x		
5	Use computer-based technology and related packaged software.				x	
6	Consider the principal laws that provide the legal framework for business.			x		
7	Hold a basic knowledge about accounting methods and their applications in business world.	x				
8	Apply financial analysis techniques within a business environment.	x				
9	Identify the functions of marketing and their applications to business.			x		
10	Utilize basic quantitative analysis and their applications in the business world.	x				
11	Apply basic principles of business processes and project management techniques.	x				
12	Utilize the skills and techniques of data collection for problem solving and decision making.				x	

13	Achieve an interdisciplinary point of view.			x		
14	Have the consciousness of business ethics and social responsibility issues.					x
Prepared by: Assist. Prof. Dr. Aslı Tuncay Çelikel		Revision Date: 06/2013				