

UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Business Management

Course Code: BSC-115 Credit Hours: 03

Program: BS Commerce Semester: 02

Course Objectives:

The purpose of this course is to illustrate the concept of “Management” with a perspective of organizing business activities and helping the students to understand how the concepts of management tend to work in today’s business world.

Prerequisites:

The course requires basic knowledge of business and commerce (understanding of organizational environment nationally and internationally)

Text Books

- Fundamentals of Management (Robbins, DeCenzo, and Cuoltar), latest Edition
- Management, A Global Perspective, (Koontz, Weihrich), latest Edition
- Management (Robbins, Cuolte & Vohrar), Latest Edition

Additional Resources:

- Newspaper, journals (Wall street journal, Strategic management journal), articles, bulletins, internet

Teaching Methods: Lectures, discussions, presentations, spot/announced quiz and assignments

Assessment: Mid Term Examination 35%, Sessional Marks (Quiz, Assignments, Projects, Presentations, Attendance, Class Participations, Behavior), Final Term Examination 50% (As per the uniform policy by University of the Punjab for all semester based programs.)

Course Contents (out line)

Management and Organizations	Introduction to Management, Importance, Managerial Levels, Management Functions, Management Roles, Management Skills
History of Management Thought	Industrial Revolution, Scientific Management, General Administrative theories, Quantitative Approach to management, Behavioral Approach, Systems Approach, Contingency Approach, Current Trends (Diversity, Entrepreneurship, Ethics, Social Responsibility, Knowledge Management, Quality Management). Organizational Culture and Environment, Managing in a global Environment.
Planning	Introduction, Importance, Types of plans, Establishing goals, decision making process, planning tools (environment scanning, forecasting, benchmarking, budgeting, scheduling)

Organizing	Introduction to organizations, organizational structure, elements of organizational structure, organizational design. Organizational culture and its ingredients
Leading	Understanding groups, group development, group structure, groups vs. teams, motivation, early theories of motivation (Maslow, Herzberg, McGregor's), and introduction to leadership.
Controlling	Introduction to control, importance of controlling for organizations, the control process,

Weekly Lecture Plan

Weeks	Topics	OBJECTIVE
1ST WEEK	Management and Organizations: why managers are important, who are managers and where they do work? What do managers do? Management functions, Mintzberg's Roles and management skills, Why study management? Concept of Universality of management, How is manager's job changing today?	To develop conceptual skills so that students are able to integrate previously learned aspects of corporations. To develop a better understanding of the present and future environments in which corporations must function To develop analytical and decision making skills for dealing with complex conceptual problems in an ethical manner
2ND WEEK	Management History: Industrial Revolution, Scientific Management, General Administrative theories, Quantitative Approach to management, Behavioral Approach, Systems Approach, Contingency Approach, Current Trends: Diversity, Entrepreneurship, Ethics, Social Responsibility, Quality Management	
3RD WEEK	Organizational Culture and Environment: Omnipotent and symbolic views of management, components of external environment, how environment affects managers, organizational stakeholders, why manage stakeholders relationship? Organizational culture and its dimensions, strong v/s. weak culture, sources of organizational culture, how employees learn culture, how managerial decisions affected by culture, Current issues: creating an innovative culture, ethical culture, creating a customer responsive culture, work place spirituality	
4TH WEEK	Managing in a global Environment: understanding the global environment, different types of international organizations, how organizations go international?	
5TH WEEK	Managing diversity: what is work place diversity? Why it's important to manage diversity? Types of workplace diversity, challenges in managing diversity, workplace diversity initiatives	
6TH WEEK	Managing social responsibility and ethics: what is social responsibility? Green management and sustainability, managers and ethical behavior and its factors, ethics in an international context, encouraging ethical behavior, social responsibility and ethics issues in Today's world	
7TH WEEK	Overview of the covered course/ Quiz	
8TH WEEK	PRESENTATIONS	Student's evaluation, how

		they perceive the subject. building confidence level of students
	MID TERM EXAMINATION	
9TH WEEK	Planning; managers as Decision Makers: Decision making process, managers making decisions, types and conditions of decision making, decision making styles, effective decision making in today's world	To develop a framework of analysis to enable students to identify central issues and problem in complex, comprehensive case; to suggest alternative course of action; and present well supported recommendations for future action
10TH WEEK	Foundations of planning: what and why of planning, goals and plans and their types, approaches of goal setting and plan development, planning tools (environment scanning, forecasting, benchmarking, budgeting, scheduling), contemporary issues in planning, concept of strategic management	
11TH WEEK	Organizing; basic organizational Design: designing organizational structure (work specialization, departmentalization, chain of command, span of control, centralization and decentralization, formalization)	
12TH WEEK	Mechanistic and organic structure, contingency factors affecting structural choice , an overview of traditional organizational designs, Managing teams: groups and group development, work group performance and satisfaction, turning groups in effective teams, current issues	
13TH WEEK	Leading: Motivating Employees: what is motivation? Early and contemporary theories of motivation ((Maslow, Herzberg, McGregor's, goal setting, reinforcement, equity), managers as leaders.	
14TH WEEK	Controlling: what is controlling and why is it important? What is organizational performance? Measures of organizational performance and tools of measuring organizational performance	
15TH WEEK	Overview of the covered course/ Quiz	
16TH WEEK	PRESENTATIONS	Student's evaluation, how they perceive the subject. building confidence level of students
	FINAL TERM EXAMINATION	