

Institute of Business Administration (IBA)
Faculty of Business, Economics and Administrative Sciences
University of the Punjab, Lahore
Course Outline



Programme	BBA	Course Code	BBA-102	Credit Hours	3
Course Title	Fundamentals of Management				
Course Introduction					
This course aims to equip undergraduate students with a comprehensive understanding of management concepts, from the historical development of management theories to the practical application of these theories in today's dynamic business environment. Through engaging lectures, case studies, group projects, and interactive activities, students will gain the knowledge and skills necessary to navigate the complexities of modern management.					
Learning Outcomes					
By the end of this course, it is expected that the student will be able to: 1. Understand basic management concepts 2. Develop Decision-Making skills 3. Thrive in Contemporary management 4. Enhance leadership and interpersonal skills					
Course Content				Assignments/Readings	
Week 1	Who are managers and where do they work What are the basic skills of Managers Levels of Managers			Text book/ Class discussion	
Week 2	What are the issues faced by today's Managers Customer related Technology related Social Media Sustainability			Text book/ Class discussion	
Week 3	History of management Pre-classical approach Classical approach			Text book/ Class discussion	
Week 4	Quantitative approach Behavioral approach Contemporary approach			Text book/ Class discussion	
Week 5	Understanding External Environment and Organizational Culture Omnipotent & Symbolic View What is Culture, how it is developed, how employees and Managers can learn culture Dimensions of culture Strong Vs Weak culture How to develop and promote Ethical, customer and innovative culture			Text book/ Class discussion	

Week 6	<p>Making Decisions</p> <p>What is decision</p> <p>Decision making process</p> <p>Decision making approaches</p> <p>Decision making conditions</p> <p>Decision making errors</p>	Text book/ Class discussion
Week 7	<p>Managing in Global Environment perspective</p> <p>Understanding individuals' global (Ethnocentric, Polycentric, Geocentric)</p> <p>Understanding global trade environment</p> <p>European Union</p> <p>NAFTA</p> <p>World trade organization</p> <p>ASEAN etc.</p>	Text book/ Class discussion
Week 8	<p>Political/legal environment</p> <p>Economic environment</p> <p>Cultural environment</p> <p>How Companies can go global including export, franchising, licensing, joint venture alliances etc.</p>	Text book/ Class discussion
Week 9	<p>Understanding Corporate Social Responsibility, its dimensions and its consequences for organizations and individuals</p>	Text book/ Class discussion
Week 10	<p>Managing Diversity in the organizations</p> <p>Changing nature of workplace</p> <p>Types of diversity</p> <p>Age, Gender, Disability, Sexual orientation</p>	Text book/ Class discussion
Week 11	<p>Managing Strategy</p> <p>What is strategy</p> <p>Levels of strategy (Corporate level, Business level and operational level)</p> <p>Types of strategy</p>	Text book/ Class discussion
Week 12	<p>Planning work activities</p> <p>What is planning</p> <p>How managers plan</p> <p>Planning and performance</p> <p>Types of goals</p> <p>Types of plans</p> <p>How can Managers plan effectively</p> <p>Traditional goal setting theory</p> <p>Management by Objective</p>	Text book/ Class discussion
Week 13	<p>Designing Organizational Structure</p> <p>Elements of organizational design (specialization, departmentalization, chain of command, span of control, centralization and decentralization, formalization)</p> <p>Mechanistic and organic Structures</p> <p>Traditional organizational Design and structures</p>	Text book/ Class discussion

Week 14	Managing Human Resource in the Organization Personnel need forecasting Recruitment Process Training and Development Appraisals and compensation	Text book/ Class discussion
Week 15	Creating and Managing Teams Group and its development Group structure, process, tasks Challenges in managing teams and skills	Text book/ Class discussion
Week 16	Understanding and Managing individual Behavior Attitude and Behavior How it develops and change and effect on individuals' job-related outcomes	Text book/ Class discussion
Textbooks and Reading Material		
1. Textbooks. Robbins, S. P., & Coulter, M. (2017). Management (14th ed.). Pearson. 2. Suggested Readings Latest and relevant Case studies / Research articles from Emerald, Springer, Wiley, Sage		
Teaching & Learning Strategies		
1. Case study 2. Project 3. Interactive lectures with discussion		
Assignments: Types and Number with Calendar		
1. Presentations 2. Quiz		

Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment		
2.	Formative Assessment		
3.	Final Assessment		