

## **: PRINCIPLES OF MANAGEMENT**

### **Course Objectives:**

This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management.

This course will cover the basic managerial functions of planning, organizing, leading, and controlling, We will also try to learn the evolution and best practices which are been used in today's modern era.

At the conclusion of this course, the student should be able to:

- ) Hold informed conversations with functional specialists and understand how to draw effectively on their expertise in managing organizations.
- ) Understand the relevance of the western management principles and theories, for local settings.
- ) Understand the Islamic perspective of managing businesses and organizations.
- ) Apply course concepts and theory in a practical context.
- ) Integrate several of the disciplines studied
- ) Demonstrate empirical investigative skills by producing an in-depth analysis of a management situation usually presented through case studies.
- ) Recognize the need to take a holistic approach to performance improvement rather than a narrowly functional approach.

### **Course Contents**

- ) Introduction to Management Organization, The management Process
- ) The History and evaluation of Management
- ) Organizational theories and different approaches to management
- ) The organizational Culture and the Manager
- ) The external environment and the Manager
- ) The internal environment and the manager
- ) Foundations and basic elements of Planning
- ) Process of planning and MBO

- ) Effective strategic planning
- ) Decision Making
- ) The manager's role as decision maker
- ) Decision making process
- ) Basics of Strategic Management
- ) Case of Strategic Management
- ) Strategic management process
- ) Organizational Structure
- ) Types of organizational structures

**Reference Books**

Mary Coulter & Robbins, Management, International ed., 13<sup>th</sup> Edition, Jan 2015