

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Principles of Management(2)
Course number	EBUS1303
Faculty	
Department	
Course type	College Needs
Course level	1
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

1 -	Introduce the student to the concept of business organizations, the nature of the managers work and the organizations environment.
2 -	Introducing students to modern administrative concepts and methods and the different legal forms of business organizations.
3 -	Introducing students to concepts related to the production function in business organizations.
4 -	Introducing the student to the concept of the human resources function and how to manage and train the workforce within the organization.
5 -	Introducing the student to the concept of the human resources function and how to manage and train the workforce within the organization.
6 -	Introducing the student to the concept of the marketing function and the public relations function and their importance to business organizations.
7 -	Introducing the student to the purchasing and warehousing function within business organizations and their role in improving work productivity.
8 -	Introducing the student to the concept of the management information systems function and the financial function within business organizations.

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * Understand what is meant by management and managerial effectiveness * Identify the roles which are fulfilled while working as a manager * Identify organizational functions that contribute to managerial effectiveness
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Course Contents

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| <ol style="list-style-type: none">1 - Chapter 1: Introduction to business firms2 - Chapter2: Business Environment3 - Chapter 3: Function of international Business4 - Chapter 4: Function of Finance5 - Chapter 5: Function of Marketing6 - Chapter 6: Function of Production/Operating7 - Chapter 7: Function of Human Resource Management8 - Chapter 8: Case Analysis |
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