



TQF 3: Course Specification

Course Code : IIB1202

Course Title : Principles of Management (IB-57-Group 1&2)

Credits : 3(3-0-6)

Semester / Academic Year : 2 / 2014

Students : Bachelor of Business Administration

Program : International Business

Lecturers : Mr. Kevin Wongleedee

International College, Suan Sunandha Rajabhat University

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Section 1 General Information

1. Code and Course Title : IIB 1202 Principles of Management

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

This course of Bachelor of Business Administration, International College, SSRU is categorized in International Business Program as business core course.

4. Lecturer (s) :

Mr. Kevin Wongleedee

Room Number 2142 Tel. 02-160-1214

E-mail scharonechai@hotmail.com

5. Year / Semester

Year 1/ Semester 2/2014

6. Prerequisite Course

Code: IIB1201

Course Title: Principle of Business

7. Co-requisite Course :

None

8. Learning Location

Srijuthapha Building, No. 2, Room Number 2131

Thursday : 08:30 -11:30 AM

9. Last Date for Preparing and Revising this Course:

October 25th, 2014

Section 2 Objectives and Purposes

1. Course Aims

At the end of this course, the student will possess a cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

1. Identify, list, define key management terminologies, theories and concept of modern management techniques.
2. Demonstrate the understanding of the process, benefit, and constraints of globalization.
3. Demonstrate the understanding of the five main topics of management: planning, decision –making, organizing, leading, and controlling.
4. Know the contemporary business external and internal environment as well as business ethics and corporate social responsibilities.
5. Demonstrate an ability to explain the change in organization and organization inertia.
6. Know the communication process and how to improve communication in the organization.
7. Recognize and understand power, influence, and negotiation techniques.
8. Demonstrate the ability to write a basic business plan project and be able to present to the class.

2. Objectives for Developing / Revising Course (content / learning process / Assessment / etc.)

According to TQF (Thailand Quality Framework: HEd.), students should have essence of knowledge in learning management and classroom management as follows:

2.1 Learning management consisting of:

- 1) Learning and applying concepts and theories;
- 2) resolving the problem according to those concepts and theories;
- 3) Designing and managing of learning experiences;

2.2 Classroom management consisting of:

- 1) Management concepts and theories;
- 2) Educational leadership and teamwork;
- 3) Learning of organizational culture;
- 4) Organizational human relations and communication;

Section 3 Course Structure

1. Course Description

Principles of management planning, organizing, motivating, coordinating and controlling in a business environment, theory of management, study of modern corporate structure, management policies, centralization and de-centralization, and line and staff function will be introduced.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self-study	Remedial Class
48 hours	-	96 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

1 hour / week

Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Ethic and Morals</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) The ability to make decisions in business according to moral concepts and judgments.</p>	<p>(1) Activities that require students to practice punctuality and no tardiness</p> <p>(2) Learn consequences of plagiarism</p> <p>(3) Students help to prevent Cheating in class and Exams</p>	<p>(1) 90 percent of students come to class on time</p> <p>(2) 100 percent of students do their report by themselves</p> <p>(3) 100 percent of Students do not cheat in exams</p>
<p>2. Knowledge</p> <p>(1) The ability to identify the business theories and describe important case studies,</p> <p>(2) The ability to provide an analysis and provide the solution to real world problems,</p> <p>(3) The ability to use business knowledge integrated with other disciplines.</p>	<p>(1) PowerPoint</p> <p>(2) Problem-Based Learning</p> <p>(3) Case Study</p> <p>(4) Group Study</p> <p>(5) Group Presentation</p> <p>(6) Questions and Answers</p>	<p>(1) Essay Questions</p> <p>(2) Peer-evaluation</p> <p>(3) Submit report on time</p>
<p>3. Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>(1) Do research</p> <p>(2) Case Study</p> <p>(3) Brainstorming</p> <p>(4) Guest Speaker (Optional)</p>	<p>(1) Essay Questions</p> <p>(2) Class Participation</p> <p>(3) Case Study Analysis</p>

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>4. Interpersonal Skills and Responsibilities</p> <p>(1) The ability to communicate in English,</p> <p>(2) The ability to use English to solve business problem,</p> <p>(3) Initiate some new business ideas and have leadership.</p>	<p>(1) Group Discussion</p> <p>(2) Group Presentation</p>	<p>(1) Peer-evaluation</p> <p>(2) The process and the success of teamwork</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Students present their work by using Graphs and mathematics.</p> <p>(2) Students present their work by using proper business English</p> <p>(3) Students use quantitative analysis in their problem solving.</p>	<p>(1) Evaluate on their quantitative analysis</p> <p>(2) Evaluate on their ability to use proper business English</p> <p>(3) Evaluate on their ability to use graph, tables, and mathematics analysis.</p>

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<ul style="list-style-type: none"> • Basic concepts of business and management • Global leadership and management perspective 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Questions and Answers • Graphs
2	<ul style="list-style-type: none"> • Management and basic functions and concepts • Centralization and decentralization 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Case Study 1 • Questions and Answers
3	<ul style="list-style-type: none"> • The external and internal environment globalization • Five forces model 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Problem-Based Learning
4	<ul style="list-style-type: none"> • Stakeholders • Business Ethics • Corporate responsibility 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Problem Analysis
5	<ul style="list-style-type: none"> • Planning and decision making strategy • Strategic Plan 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Graphs • Exercises
6	<ul style="list-style-type: none"> • Organizing • Flat organization • Tall organization 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Problem-Based Learning
7	<ul style="list-style-type: none"> • Review 	3	<ul style="list-style-type: none"> • Group Study • Questions and Answers
8	<ul style="list-style-type: none"> • Midterm Exam 	3	<ul style="list-style-type: none"> • Essay Questions
9	<ul style="list-style-type: none"> • Control system • Staffing in the diverse workforce • Teams and individual 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Problem-Based Learning
10	<ul style="list-style-type: none"> • Motivating • Rewards and punishments • Compensation 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Case Study 2
11	<ul style="list-style-type: none"> • Managing employee attitudes • Power, influence, and negotiation 	3	<ul style="list-style-type: none"> • Lecture with PowerPoint • Group Discussion

Week	Topic/Outline	Hours	Learning Activities and Medias
12	<ul style="list-style-type: none"> • Effective leadership • Model of leadership • Effective communication 	3	<ul style="list-style-type: none"> • Lecture with • PowerPoint • Questions and Answers
13	<ul style="list-style-type: none"> • Forum of global management and leadership 	3	<ul style="list-style-type: none"> • Group debating and discussions
14	<ul style="list-style-type: none"> • Review and Group Presentation 	3	<ul style="list-style-type: none"> • Group Presentation • Peer-evaluation
15	<ul style="list-style-type: none"> • Study Time 		<ul style="list-style-type: none"> • Study time
16	<ul style="list-style-type: none"> • Make up Class 		<ul style="list-style-type: none"> • Study time
17	Final Exam	3	<ul style="list-style-type: none"> • Essay Questions
Total of Hours		48	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	<ul style="list-style-type: none"> • Attendance 	Every week	10
2	Knowledge	<ul style="list-style-type: none"> • Midterm exam • Final exam 	8 16	25 25
3	Cognitive Skills	<ul style="list-style-type: none"> • Case Study analysis 	2, 10	10
4	Interpersonal Skills and Responsibilities	<ul style="list-style-type: none"> • Group Presentation • Report 	14	15
5	Numerical Analysis, Communication and Information Technology Skills	<ul style="list-style-type: none"> • Teamwork • Group Study 	2, 10	15

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Principles of Management. Charles W. L. Hill and Steven L. McShane. McGraw Hill. International edition. 2013.

2. Important Documents for Extra Study

A Handbook of Management Techniques by Michael Armstrong. 5rd Edition. Kogan Page, 2012.

3. Suggestion Information (Printing Materials/Website/CD/Others)

WWW.CNN/Business International.com

www.bangkokpost.com

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Allow students to evaluate lecturer's performance in class

2. Strategies for Course Evaluation by Lecturer

Allow head of department to observe in class and evaluate lecture's performance

3. Teaching Revision

Revise the teaching technique at the end of semester and do classroom research

4. Feedback for Achievement Standards

Head of Department review the rubric scores

5. Methodology and Planning for Course Review and Improvement

At the end of semester, review all the teaching techniques and teaching materials, then develop a plan for the improvement.