

FOUN048 Introduction to Management

Section 1: General Information

1.1 Administrative Details

Subject:	Introduction to Management
Code:	FOUN048
Stream	Commerce
Points	12
Pre-requisite	None

1.2 Subject Workload

Number of timetabled hours per week	Number of Personal study hours per week	Total workload hours per week
4 – two lectures, two tutorials	At least 3	At least seven

1.3 Pre-requisites

Students are not required to have undertaken a pre-requisite subject.

1.4 Other resource requirements

List specialist facilities and/or equipment required for the delivery of this subject:

Access to the Student Learning Centre, the Robertson Library, and any other of the university libraries and computer labs.
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Section 2: Academic Details

2.1 Subject Overview

The paper is intended to provide an introduction to management. It provides a broad understanding at a foundation level of the theory and practical application within the discipline. It also aims to provide an introduction to the core management paper offered by the University of Otago's School of Business.

2.2 Learning Objectives and Outcomes

The aims of this paper are to provide students with the necessary knowledge to successfully pass the undergraduate core paper at the university.

By the end of this paper, students will be able to:

1. Demonstrate a broad understanding of the key concepts of the discipline.
2. Demonstrate core knowledge and vocabulary required at 100 level.
3. Describe the role and responsibilities of a manager in an organisation.
4. Understand how to manage people within an organisation at individual, group and organisational levels.
5. Demonstrate the skills of good business interpersonal and written communication.
6. Effectively use group work skills, reporting/presentation skills and case study skills.

2.3 Subject Content

For each of the learning outcomes, the content is

Learning Outcome 1

- Discuss and apply key concepts of the discipline to cases and personal experience.
- Identify the key concepts and their integration in the managerial role.
- Understand the application of the key concepts, tasks and activities in various business situations.

Learning Outcome 2

- Identify main ideas, supporting points and examples.
- Use appropriate business vocabulary and recognise academic models of key concepts.
- Speak knowledgeably about the management role.

Learning Outcome 3

- Apply the key concepts and supporting points to everyday duties of a manager.
- Logical and realistic development of ideas.
- Apply the concepts of problem solving and motivation to the managerial role.
- Explore opposing/different cultural perspectives to employee/manager relationships.

Learning Outcome 4

- Apply the theories of inter-personal communication to situations.
- Understand communication models and learn to recognise the barriers to effective management communication.
- Assess the individual's cultural influence in their communication.
- Understand the importance of context and culture in interpersonal communication and apply these concepts in own communication.
- Learn to lead a meeting and to listen actively as opposed to just hearing.

Learning Outcome 5

- Use the skills of professional business writing to compose emails, proposals, reports and letters.
- Prepare and give a group business presentation to a potential client.
- Apply professional standards in both written and spoken situations.

Learning Outcome 6

- Communicate effectively in a group.
- Assess the credibility of team members' arguments.
- Demonstrate professional presentation techniques.
- Use technology professionally in a presentation.
- Complete a proposal in a group for a potential client.
- Discuss case studies in a group and report back.

2.4 Teaching Method/Strategies

This subject is conducted in face to face classes. Content is delivered within a lecture/tutorial environment using a variety of teaching strategies (eg. exercises, in-class discussions, working in a group) to ensure a high level of student participation. Working by themselves and then in a group for the major project will develop independent work habits and time management skills. Group work will also encourage effective interpersonal skills.

2.5 Assessment

Assessment Type	When	Weighting	Learning Outcomes Assessed
Internal	Weeks 5,7,11	5%, 15%, 20%	1,2,3,5; 1,2,3,4; 1,2,3,4,6
Final Examination	Week 13	60%	1,2,3,4,5,6

2.5.1 Assessment Strategy

Assessment will include a variety of methods, from a take-home essay, a prepared essay, a group report and a group presentation.

2.5.2 Hurdle Requirement

In order to pass this paper, students must obtain an overall mark of 50% (C-) or better.

2.5.3 Assessment Details

Assessment	Content/ Format	Time	Details
Internal Assessment Task 1	A 500 – 600 word essay	Done at home	One essay from a choice of two topics. Both essay topics cover the key concepts of the first four weeks.
Internal Assessment Task 2	Individual prepared essay	Mid-term test 50 minutes	Students are supplied with a case in their workbook, and they have to write an essay on a topic related to that reading. They see the essay topic for the first time in the test room.
Internal Assessment Task 3	Group presentation of group report	20 minute presentation, Report written in class and at home	Groups are given a client's problem(s) and they write a report outlining the problem(s) and making recommendations. This is then presented to the client in business conditions.
Final Examination		2 hours	Students write 4 essays from a choice of six questions. They are expected to integrate the key topics from the paper.

2.6 Prescribed and Recommended Reading

Websites: As directed by the tutor.

3. Subject Details

Week	Lecture 1hr	Tutorial 1 1 hr	Lecture 2 1 hr	Tutorial 2 1 hr
1	What is Management? Introduction	Brief history Relate to themselves	Case study approaches	Plaza Café activity
2	Communication	Basic models	Interpersonal	Listening
3	Communication for Management	Communicating with employees Networks Formal/informal	Written messages: Email Business letters Reports	Communicating with stakeholders – in and out of the business
4	Human Resources Management 'the best person for the job'	Manage or lead? Differences 21stC trends	Motivation Theories and application of these: Vroom Maslow	Conflict
5	5% Essay due Monday 12.00 in box outside 3.14 Organisational Structure	Comparative case studies Mechanistic/organic	Introduction to 15% essay test case	Case study report back
6	Organisational Behaviour 'the way we do things around here'	'the right fit' Personality/psychometric testing Revisit group behaviour/dynamics	Organisational change	Organisational citizenship and leadership Ethical behaviour
7	Mid-semester individual essay test 15%	Mid-semester individual essay test 15%	International management Intercultural teams, development and com.	Choosing groups for group assignment. Intro of group assignment

8	International Management	Managing Diversity, effects on behaviour and spoken communication	Documentary linking to diversity Issues	Managing diversity Group project checkpoint
9	Intro to Operations Management	Manufacturing: Supply chain management	Practical examples: Fonterra Icebreaker (seen in 8.2 lecture)	Presentation and report checkpoint
10	Operations Management	Services: Retail Hospitality	Quality Issues	Presentation and report checkpoint
11	20% Presentations	20% Presentations	Operations	Presentations Operations
12	Exam preparation	Exam revision	Revision	Revision