

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	BUSINESS MANAGEMENT
Course Code Number	GEM 231
Credit Hours	Three (3)
Course Objective	This is an introductory course on management with focus on business context. The course familiarizes students with the fundamentals of management so that they can understand, analyze, and practice basic concepts, processes, functions, and skills of management as they start career in management. This course also prepares students for advance courses in functional management during the rest of their undergraduate study program in management.
Learning Unit	
Learning Unit One Net contact hrs- 10 hrs	1. Understanding management and managerial roles 1.1 Organization: concept, characteristics, types, and importance for business 1.2 Management: concept, functions and process, basic principles, and importance for business 1.3 Manager: concept, roles, and competencies; changing job of managers 1.4 Evolution of management thoughts: classical, behavioral, quantitative, and contemporary approaches; comparative analysis and their applications in managing modern organizations 1.5 Social responsibility of management 1.6 Ethical behaviors of managers: determinants of ethical behaviors, encouraging ethical behaviors
Learning Unit Two Net contact hrs- 6 hrs	2. Managerial decision-making 2.1 Decision making as a management process: concept and importance 2.2 Types of decisions: programmed and non-programmed decisions; criteria for effective decisions; decision making conditions 2.3 Rational decision making process; other kinds of decision rationality: bounded rationality and decision heuristics (intuitive decision making) 2.4 Decision making styles
Learning Unit Three Net contact hrs- 6 hrs	3. Managerial planning 3.1 Planning as a managerial function: concept, importance; planning and performance 3.2 Goals and plans: types of goals and plans; setting goals; planning process and techniques 3.3 Planning under uncertainty: criticisms of planning
Learning Unit Four Net contact hrs- 6 hrs	4. Organizing function of management 4.1 Organizing as a managerial function: concept, importance; organizing principles and process 4.2 Design elements of organizational structure (specialization, departmentalization, chain of command, span of control, authority, formalization) 4.3 Models of organizational design: mechanistic and organic 4.4 Types of organizational structures: traditional and contemporary structures 4.5 Contingency factors for organizational design
Learning Unit Five Net contact hrs-14 hrs	5. Managerial processes for effective performance 5.1 Managerial communication: concept and functions of communication 5.2 Interpersonal communication: methods, making interpersonal communication effective 5.3 Organizational communication: types, direction and networks 5.4 Supervision – concepts, importance, types, processes and methods; effectiveness in supervision 5.5 Delegation- concepts, principles and techniques 5.6 Leadership as a managerial process: concept and importance; leadership styles
Learning Unit Six Net contact hrs- 6 hrs	6. Managerial control 6.1 Controlling as a management function: concept and importance; controlling for organizational performance 6.2 The control process 6.3 Tools for measuring organizational performance 6.4 Contemporary issues in control
Total contact hrs	48 hrs (excluding assessment and final examinations)
Basic Text	Robbins, S.P., Coutler, M. & Bohara, N. (2010). <i>Management (10 th ed.)</i> New Delhi: Prentice Hall.
Evaluation Scheme	In-semester evaluation 50 % End-semester evaluation 50 % Total 100 %