Introduction to Management

ECTS : 2

Volume horaire : 18

Description du contenu de l'enseignement :

DESCRIPTION OF CONTENTS: PROGRAMME 1. Introduction to Management 2. Culture of organizations 3. Influencing and Leadership 4. Motivation 5. Managing change and Innovations 6. Communication in management 7. Corporate Social Responsibility 8. Question and answer session

Compétence à acquérir :

This course has three main aims, and these directly relate to the major themes that will be emphasized throughout. The course aims to: 1. Provide a comprehensive introduction to the key elements of the business organization, and to competing theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management. 2. Build a foundation of knowledge on the different theoretical approaches to management and decision making. 3. Develop analytical skills to identify the links between the functional areas in management, organizations, management practices, and the business environment.

Bibliographie, lectures recommandées :

The course will use as its primary source: Boddy, D. (2014) Introduction to Management, 6th Edition, Pearson Education

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