澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

FACULTY OF BUSINESS

BACHELOR OF E COMMERCE

LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	BUSS1110-121		
Learning Module	Principles of Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Amy, Yu Lai Peng	Email	amyyu@mpu.edu.mo
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MODULE DESCRIPTION

This course introduces the basic concepts and fundamental processes of management. It explores a variety of contemporary management topics. Emphasis will be placed on primary activities such as planning, organizing, leading, and controlling.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Describe fundamental concepts associated with modern management theories and practices
M2.	Understand the significant role of managers and skills to improve quality business operations and maintain positive organization culture.
M3.	Apply the four functions of management (planning, organizing, leading, controlling) to sustain organization performance.
M4.	Analyze the multitude of management decision making impact on business operation and assess the external factors and internal factors facing management in uncertain business environment.
M5.	Develop and apply his/her own personal management philosophy to diagnose and tackle diverse managerial problems and issues.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	✓	✓	✓	✓	✓
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce		✓	✓	✓	✓
P3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives					
P4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management				✓	✓
P5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects		✓	✓	✓	✓
P6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry			✓	✓	✓
P7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West					
P8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities			✓		✓
P9. Conduct research and devise innovative electronic commerce models to exploit business opportunities					
P10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively		✓	✓	✓	✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-2	Introduction Chapter 1 The Management Process Today Learning Outcomes: *Be able to describe what management is and significance of management; to distinguish the four principal managerial functions, the three levels of management, and three kinds of managerial skill*	4

2-3	Appendix A History of Management Thought Learning Outcomes*: Be able to describe how management evolves and its different school of management thoughts*	3
3-4	Chapter 5 Decision Making, Learning, Creativity, and Entrepreneurship Learning Outcomes*: Be able to describe the nature of managerial decision making; to describe the six steps of decision-making models.; to identify the advantages and disadvantages of group decision making technique; to explain the role that organizational learning and manager's significant role to promote entrepreneurship*	4
4-5	Chapter 6 Planning, Strategy, and Competitive Advantages Learning Outcomes: *Be able to identify the three main steps of the planning process; to differentiate between the main types of business-level strategies and corporate level strategies; to describe the vital role managers play in implementing strategies*	4
6	Midterm (Chapter 1,Appendix,Chapter 5, Chapter 6)	3
7-8	Chapter 7 Designing Organizational Structure Learning Outcomes: Be able to describe the types of organizational structures; to identify the factors that influence managers' choice of an organizational structure.; to explain how managers group tasks into jobs	4
8-9	Chapter 8 Control, Change, and Entrepreneurship Learning Outcomes: Be able to define organizational control; to identify output and behavior controls; to explain why managing change is a vital management task	4.5
9-10	Chapter 9 Motivation Learning Outcomes: *Be able to explain what motivation is and its significance; to describe different motivational theories such as expectancy theory, equity theory, goals theory, operant conditioning theory and social learning theory*	3.5
11-12	Chapter 10 Leaders and Leadership Learning Outcomes: *Be able to explain what leadership is, when leaders are effective and ineffective, and the sources of power that leaders exercise; to explain various types of leadership models, to differentiate transformational leadership from transactional leadership; to characterize the relationship between gender and leadership*	4.5
12-13	Chapter 12 Building and Managing Human Resources Learning Outcomes: To understand the significance of strategic human resource management; to describe the different components of human resource management	4.5
13-14	Revision	3
15	Final Examination (Chapter 6, 7, 8,9, 10,12)	3

TEACHING AND LEARNING ACTIVITIES

This course is delivered through a series of lectures which provide a detailed explanation and understanding of various fundamental management theories and core concepts. Class activities, exercises, case studies and class discussions integrating with multimedia resources such as videos and websites are utilized to support students' learning. A group project requiring students to explore the opportunities to set up a new business venture enable students to apply management theories and key concepts in practices.

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Fundamental business theories and concepts are delivered primarily by lectures with the aid of multimedia instructional materials.	✓	✓	✓	✓	✓
T2. Short written quizzes will be given at the end of selected chapters. Discussions are part of the class activities during which teamwork will be encouraged. Current business events will be discussed during class to help students to understand and relate learned business concepts and theories in class to global marketplace in real world.	✓	✓	✓	✓	✓
T3. Students must preview chapter material before each class, as they will be asked to work on in class exercise or short quizzes in respond to conceptual questions inherent in the text books.	✓	✓	✓	✓	✓
T4. Students will be asked to complete a group report thus allowing a learning opportunity to work as a team and be effective communicator.	✓	✓	✓	✓	✓

In order to achieve the outcomes of this course, students are expected to perform the following learning tasks:

- Read chapter material before class, which is important to improve understanding of the lectures
- Review taught materials after class to enhance understanding
- Attend school arranged seminars and meetings to expand the knowledge horizon
- Prepare and collect information to prepare group project
- Review and prepare for test and final exam
- Seek advice from instructor for difficulties encountered
- Form study group to share knowledge and enhance learning experiences.

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

Students' understanding of course material and their performance is assessed on the basis of class assignments, group project, midterm examination, and final examination. The assignments are to evaluate students' understanding of the business terminology. The project is used to strengthen students' knowledge about the operation of a business enterprise in the global business environment. The midterm and final

examinations aim to evaluate students' comprehensive understanding of significant theories and key concepts in business environment.

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. In-class exercises (non-graded)	0	M1-M4
A2. Individual assignment (graded)	15	M1-M5
A3. Group project (graded)	15	M1-M5
A4. Mid-term examination (graded)	30	M1-M4
A5. Final examination (graded)	40	M1-M4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Low	High	Description
A	93	100	Excellent. Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88	92.99	
B+	83	87.99	Very good. Above average performance with full knowledge of theories and principles with no serious deficiencies.
B	78	82.99	
B-	73	77.99	
C+	68	72.99	Satisfactory. Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63	67.99	
C-	58	62.99	Pass. Some understanding of concepts and theories but with definite deficiencies.
D+	53	57.99	
D	50	52.99	Minimum Pass. Marginal performance to meet minimum course requirement but with major deficiencies.
F	0	49.99	Unsatisfactory. Fail. Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.

REQUIRED READINGS

Textbook

Gareth, J. & George, J. (2024). *Essentials of Contemporary Management* (10th ed.), McGraw Hill.

REFERENCES

1. Thomas Bateman, Robert Konopaske and Scott Snell, , (2023). Management Now, (15th ed.) McGraw Hill Stephen P. Robbins, and Mary Coulter, 2020,(15th ed), Pearson
2. Richard L. Daft , (2021), Management(14th ed.) , Cengage

Reference Website(s)

1. Textbook is supplemented with McGraw-Hill Connect which is a digital tool providing students an interactive learning environment that adapt to individual student understanding and need.
2. canvas.ipm.edu.mo

Journal(s):

Assigned Readings in Canvas Learning Platform.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.