

# COURSE DETAIL

## PRINCIPLES OF MANAGEMENT

**Country**

Hong Kong

**Host Institution**

University of Hong Kong

**Program(s)**

University of Hong Kong

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

57

**UCEAP Course Suffix****UCEAP Official Title**

PRINCIPLES OF MANAGEMENT

**UCEAP Transcript Title**

MANAGEMENT

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course introduces the basic topics of management and provides an understanding of what the job of a manager involves. In addition to covering the basic theoretical concepts, the course provides hands-on practice as an effective manager. Topics include management of yesterday and today; strategic management; organizational culture and the environment; planning and decision making; organizational structure and design; managerial communication; and controlling and motivating employees and leadership. Assessment: participation (20%), group presentation (40%), group term paper (20%), final exam (20%).

### Language(s) of Instruction

English

### Host Institution Course Number

BUSI1007/MGMT2401

### Host Institution Course Title

PRINCIPLES OF MANAGEMENT

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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