



Course Specifications

Course name: Management Fundamentals Course code: GEN111	Academic Level: First Semester: 1st - 2nd
Specialization: General	No. of studying units: 3 Theoretical (3) Practical (0)

Intended Learning Outcomes (ILOs):

a) Information and Concepts:

- A/1- Mention the concept of business management and its importance.
- A/2- Mention the different stages of the development of managerial thought.
- A/3- Recognize the different stages of strategic planning and its importance.
- A/4 - Summarize the most important stages of preparing organizational structures.
- A/5- Recognize guidance (its types and benefits).
- A/6- Summarize the importance of communication in management and its different types.
- A/7- Recognize leadership styles and their importance.
- A/8- Mention the concept of motivation and its importance.
- A/9- Describe the most important functions of control and its various forms.
- A/10- Discuss organizational development and its mechanisms.
- A/11- Discuss the importance of quality management in organizations.

b) Intellectual Skills

- B/1- Deduce the basic elements of strategic planning. B/2- Analyze the organizational structures of a group of organizations. B/3- Deduce the importance of guidance and its patterns. B/4- Deduce the most important functions of communication in organizations. B/5- Explain the importance and patterns of leadership. /6- Deduce the importance of motivation in management. B/7- Explain the importance of control and its most important forms. B/8- Analyze the tasks and functions of quality management in organizations.

c) Professional and practical skills:

- C/1- Apply the preparation of organizational structures to real organizations. C/2- Prepare presentations on models and patterns of control. C/3- Apply the principles of organizational development to an organization. C/4 - Assess quality management in an organization.

d) General and transferable skills:

- D/1- Work with the group in a one-team style. D/2- Present a report in an attractive manner. D/3- Use the library and the Internet to collect information.

Course content:

- 4/1 The concept of business management and its importance. 4/2 The development of management thought and its stages. 4/3 Strategic planning concept and stages. 4/4 Preparing organizational structures. 4/5 Guidance, its patterns and benefits. 4/6 Communication importance and patterns. 4/7 Midterm exam. 4/8 Leadership its importance and types. 4/9 Motivation and its importance in management. 4/10 Censorship/Control has its various forms and functions. 4/11 Organizational development and its mechanisms. 4/12 Quality management in organizations. 4/13 Applied cases. 4/14 Revision. 4/15 Final exam.

Teaching and Learning Methods:

- 5/1. Lectures. 5/2. Discussions. 5/3. Demonstration of organizational structures' models. 5/4. Directing students to external readings. 5/5. Brainstorming.

Student Assessment Methods:

- 7/a/1 Midterm written exam.
- 7/a/2 Research and assignments to evaluate students' abilities to research.
- 7/a/3 Discussion and participation within the lectures.
- 7/a/4 Final written exam.