

King Saud University
College of Business Administration
Department of Management

Principles of Management and Business

Syllabus – 1st Semester 2017 – 2018.

Instructor Information

Instructor

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Office Location & Hours

Building 67, 2nd floor, office S95.
MON and WED 12 - 1 pm.

Office Phone

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Class Information

Section Number

43847

Location

Men Campus
Ground Floor
Room No: 16

Class Times

MON – 10:00 to 10:50 am
WED – 10:00 to 11:50 am

Course Information

Course Description

Principles of management and business is an introductory course designed for business administration students; and also for non-business majors. It provides the student an opportunity to survey the various fields of business.

A wide variety of business topics are covered including: the general nature of business, types of business organizations, managing, leading and motivating business organizations, managing human resources, the marketing of the business, money and financial institution, management information system, legal environment of business, International business, and interrelationships between the phases of business. This course develops the administrative skills of students, and provides them with basic knowledge in the management and business fields. The world that managers face has changed, is changing, and will continue to change. Business management is a dynamic subject and provide students with the best possible understanding of what it means to be a manager confronting change.

Course Objectives

- The primary objective is to give the student an understanding of basic business principles.
- Familiarize students with the basic concepts of Business Administration
- The concepts and processes of management, business organizations, operations, human resources, management, marketing, information technology, and financial management will be discussed.
- Another purpose of this course is to provide an opportunity for the student to learn about a business through the class discussion.

Therefore, upon completion of this course, you are expected to:

- Discuss how businesses achieve success by demonstrating ethical behavior.
- Explain the strategies for business success in the global era.
- Demonstrate the use of empowerment in management.
- Describe the elements of customer-driven marketing.
- Demonstrate the use of technology in business.

Course Materials

Required Text

Title: Business Essentials 11th (or the latest) Ed. **Published by:** Prentice Hall, New Jersey.

Authors: Ronald J. Ebert & Ricky W. Griffin.

Other Materials

Other materials such as handouts, videos, and presentations will be provided later in class.

Grading Scale

Grade	Range	Grade	Range	Grade	Range
A+	95% or More	B+	85 % - 89 %	D+	65 % - 69 %
A	90 % - 94 %	C	70 % - 74 %	D	60 % - 64 %
B	80 % - 84 %	C+	75 % - 79 %	F	Below 60 %

Suggested Course Outline

Discussion Topic(s)	Chapter	Activities / Notes
Business Environment	1	Selected topics
Business Ethics and Social Responsibility	2	Selected topics
Business Management	5	
Organizing the Business	6	Case Incident No.1
Operations Management	7	
Human Resource Management and Labor Relations	10	
Marketing Processes and Consumer Behavior	11	
Information Technology for Business	13	
Employee Behavior and Motivation	8	
Leadership and Decision Making	9	Case Incident No.2

Course Requirements

Activity	Points	Details
Class Participation	5 %	Attendance / Assignments / Presentation may be included.
Quizzes	5 %	2 in-Class quizzes.
Case incidents	10 %	2 to 4 short cases.
Mid-Term Exam 1	20 %	Covers Chapters No. 1, 2, 3, 5.
Mid-Term Exam 2	20 %	Covers Chapters No. 6, 8, 10, 12.
Final Exam	40 %	Student affairs unit will announce the date of final exam.

Assessment Methods

Assessment 1: Class Participation

Weighting: 5 %.

Participating in class discussions is considered a very important aspect of this course. This can take a myriad of formats such as preparing before class meetings, raising ideas and discussion of another colleague's interesting ideas, asking a question that relates to the week's discussed topic, or disagree with someone in a respectful and constructive way. Additionally, class attendance contributes significantly to your overall evaluation with regard to this aspect too.

Assessment 2: Class Tests

Weighting: 65 %.

Date: Except final exam, dates of quizzes and mid-terms will be announced in the class meetings.

Three types of tests are planned to be used during this course: Quizzes, Midterms, and Final Exam. Quizzes will be short exams with 2 to 3 marks each. Each Quiz will emphasize certain topics that have been discussed during class meetings such as attitudes, motivation etc. Further, two Mid-term exams will be an extended format of in-class quizzes with 20 points each. They will be administered during regular class times and will cover 3 to 4 chapters.

Assessment 3: Short Case Incidents

Weighting: 10%.

This is a **group** assignment.

A number of short cases along with discussion questions are going to be provided in class. Each case incident covers a certain topic. Groups of 4 – 5 students each will be formed in the class by the students themselves to provide the oral and written reports required. Same points will be awarded to all group members.

Additional Information

Communication

Besides the usual class meetings, all course materials will be sent to your student KSU e-mails. We might use discussion forum will be also available where questions can be raised and answers can be given. In case LMS do not work properly, Communication can be undertaken using KSU Emails "ONLY" where students must use their student's numbers as their identity in all correspondents.

Statement on Student Conduct

Students are expected to conduct themselves in a mature and professional manner while in class, outside the classroom, and during office hours. This includes, but is not limited to, having phones, watch alarms, and beepers turned off, arriving on time and not leaving early, paying attention at all times, being quiet so that everybody can hear, respecting all questions of your classmates, not sleeping in class, not engaging in distracting activities, and not smoking while in class.

Students are required to adhere to the provisions of the KSU Student Conduct Code. The Code is a statement of student rights and responsibilities that establishes standards of conduct considered necessary to maintain an environment conducive to learning. The Code prohibits academic dishonesty, intimidation and violence, and all unlawful activities. The Code also prohibits acts, which disrupt or obstruct academic activities. The aim of the Code is to allow for the advancement of learning in an atmosphere of mutual respect and courtesy for all members of the university.