



FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-201 PRINCIPLES OF MANAGEMENT
817-203 PRINCIPLES OF MANAGEMENT

Credit: 3(3-0-6) and 4(4-0-8)

Prerequisites: None

Course Description:

Management principles and analyzing techniques; decision-making principles in management systems; organizations and organizational design; organizational theories and development; interpersonal relationships; development of management competencies

Learning Objectives:

To provide introductory for the understanding of principles management and applying conceptual tools and techniques in analysing, evaluating and addressing management issues.

Lecturer Contact Details:

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Class Schedule: TBA

Course Outline:

Week	Items/Content	Teaching & Learning activities/Teaching Materials
1	Course Introduction. Introduction to Management <ul style="list-style-type: none">• Who are manager?• What is management?• What do manager do?• Why study management?	Handouts. Discussion Points. Lecture.
2	The management environment <ul style="list-style-type: none">● What is the external environment and why is it important?● How does the external environment affect manager?• What is organisational culture and why is it important?	Handouts. Discussion Points. Lecture.
3	Foundation of decision-making <ul style="list-style-type: none">• How do manager make decision?• What are approaches managers can use to make decision?• How do group make decision?• What are the disadvantage of group decision making	Handouts. Discussion Points. Lecture.
4	Foundation of planning <ul style="list-style-type: none">• What is planning and why do manager need to plan?	Handouts. Discussion Points. Lecture.

	<ul style="list-style-type: none"> • What do manager need to know about strategic planning? • How do manager set goals and develop plans? 	
5	<p>Managing human resources</p> <ul style="list-style-type: none"> • How do manager identify and select competent employees? • How are employees provided with needed skills and knowledge? • How do organisations retain competent, high performing employees? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
6	<p>Motivating and rewarding employee</p> <ul style="list-style-type: none"> • What is motivation? • What do the early theories and contemporary of motivation say? • What current motivation issues do manager face? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
7	Midterm Examination	
8	<p>Organizing</p> <ul style="list-style-type: none"> • What are the six key elements in organisational design? • Common characteristics of organisational designs? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
9	<p>Leading</p> <ul style="list-style-type: none"> • What are the focus and goals of organizational behavior? • What role do attitudes plays in job performance? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>

	<ul style="list-style-type: none"> • What do manager need to know about personality? • What is perception and what influence it? 	
10	<p>Leadership and trust</p> <ul style="list-style-type: none"> • Who are leader, and what is leadership? • What is leadership like today? • What do theories of leadership say? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
11	<p>Understanding group and managing work teams</p> <ul style="list-style-type: none"> • What is a group and what stages of development do groups go through? • What are the major concept of group behavior? • How are group turned into effective teams? 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
12	<p>Foundation of control</p> <ul style="list-style-type: none"> • What is control and why is it important? • What take place as a manager control • What should manager control 	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
13	<p>Managing communication and information</p> <ul style="list-style-type: none"> • How do manager communicate effectively • Case studies 	
14-15	<p>Group work presentation</p> <p>Revision</p>	
16	Final Examination	

Learning Assessment Plan:

Evaluation Methods	Percentage
In class pop-up quiz	20
Mid-term examination	30
Final examination	30
Group Project	20
Total	100

Grading Criteria:

Score	Grade
80+	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
-49	E

Textbook(s):

Robbins, S., DeCenzo, D. and Coulter M., (2013). Fundamentals of management. Essex: Pearson

Other Course Materials:

Internet Sources. YouTube Videos. Case Studies