Course Outline

Virtual Exchange Autumn Semester 2024_25

Course Title: Principles of Management

Number of ECTS-Credits: 5

Format of the course:

☐ synchronous online course (FIX timeslots)

☐ asynchronous online course (NO fix timeslots)

☐ mix of synchronous and asynchronous online course

☒ synchronous hybrid course (students can choose online OR on campus in FIX timeslots)

☐ asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)

☐ mix of synchronous and asynchronous hybrid course

☐ other, namely:

Number of Students accepted

☐ Total number of students is limited to

☐ Total number of students is unlimited

☒ Total number of virtual exchange students is limited to 5

☐ Total number of virtual exchange students is unlimited

Responsible lecturer:

Link to lecturer's profile at FHNW: **Prof. Dr. Andreas Hinz | FHNW**

n|w University of Applied Sciences and Arts Northwestern Switzerland
School of Business

Table of Contents

1. Course content

The Principles of Management module aims to equip students with essential knowledge of diverse and challenging management tasks, responsibilities, challenges, and practices. The module introduces key management theories and encourages critical reflection on traditional and modern organizational concepts. Students delve into trends and challenges shaping contemporary businesses, fostering discussions on leadership, motivation, organizational change, internationalisation, digitalisation, and sustainability. Additionally, the module addresses wider environmental factors influencing working practices. By exploring classical and contemporary management perspectives, students gain insights into the complex dynamics of managing people within diverse organizational structures.

More specifically, the module covers relevant topics such as

- Management and Managers
- Management Theory
- Environment: stakeholders, international management topics
- Managerial Decision and Leadership
- Strategic Management including planning, analysis, value chain
- Strategic Management business and corporate level strategies
- Org. Structure and Culture
- Controlling
- Org. Change and Innovation

2. Learning objectives

Knowledge and Understanding: *Students ...*

- Identify and describe the objectives of an organisation and explain the impact of external environment on company's operations and its success.
- Describe responsibilities and roles of managers and explain the importance of effective management and leadership.
- Describe and interpret the impact of globalisation, competitive environment, digitalisation, ethics, and sustainability on an organisation, particularly its managerial decision making, operations and strategies.

Applying Knowledge and Understanding: *Students ...*

- Break down complex business scenarios to understand the role of different management principles in addressing different business and management situations.
- Use management principles and frameworks to analyse and solve different business situations and challenges.
- Develop and propose alternative solutions for business problems integrating and applying learned management principles.
- Formulate plans and actions that leverage unique organizational resources, capabilities, and core competencies to establish and sustain a competitive advantage in the business environment.

Making Judgements: *Students ...*

- Critically assess the application of different management theories in real-world settings, recognizing their strengths and limitations.
- Assess available information and data, with the aim to offer relevant and actionable suggestions to management.

Communications Skills: *Students ...*

- Exhibit the capacity to think critically, logically structure thoughts, and persuasively communicate taking the needs of the audience into a consideration.

Learning Skills: *Students ...*

- Develop skills to work autonomously with various learning resources, such as books, case studies and other pertinent materials.

- Recognize value of teamwork and collaboration in learning.

3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- There are no further formal entry requirements for this course.

4. Course structure and dates

Contact hours:
Online lectures every Thursday, 17.30 – 21.15
Between 19 September and mid December 2024 (exact dates will be communicated by the beginning of the semester)

Guided Self-Study:
Individual work, Working with a partner, Group work

5. Assessment

☒ Assessment with (online)presentation, report, groupwork, test etc. during semester (30%)
☐ Final written test on campus can be replaced for remote students with an additional assignment
☒ Final written test on campus can be replaced for remote students with oral testing (70%)

Overall grade consists of 30% in-semester individual assessment and 70% final end-of-semester examination.

6. Literature

Required Reading:
Kinicki, A. (2022). Management: A Practical Introduction, 10th Edition, McGraw Hill (e-Book)

7. Grading

☐Pass-fail

☒According to Swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to io.business@fhnw.ch in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.