



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Business principles
2	Course number	5201101
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	Non
5	Program title	Business management
6	Program code	02
7	Awarding institution	The university of Jordan
8	Faculty	Management and finance
9	Department	Business management
10	Level of course	1
11	Year of study and semester (s)	2 nd semester 2014/2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	2 nd semester 2011 / revised yearly

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Adnan Rawashdeh, 36038 , (12:00-13:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Adnan Rawashdeh, 36038 , (12:00-13:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

18. Course Description:

As stated in the approved study plan.

Principles of Management is a comprehensive introductory course on the management process from a manager's perspective, with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on the entire organization from both a short and long-term perspective to form strategic vision, setting objectives, crafting a strategy and then implement it. This course examines the logic and structure of organizations. It also investigates how firms develop and maintain competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental [PESTLE] factors. The course content is organized around the four pillars of management viz. planning, organizing, leading and controlling for systematic understanding of management-related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues 1

1. 19. Course aims and outcomes:

2.

A-Aim to ensure that the students understand

- the importance of business management
- how Managers manage business organizations in the dynamic global environment
- Organizations develop and maintain competitive advantage
- Business decisions are made using various tools and techniques to remain competitive

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

1- employ the concept of management

2- be able to demonstrate an understanding and appreciation of the nature of today's dynamic, uncertain, and often diverse work environment affecting organizations.

3- be able to reflect a basic understanding of the concept of an "organization", and its vital role in interacting with the external environment through the effective and efficient utilization of resources to add value to consumers in that environment.

4- able to conduct HRM practices

5- be able to explain fundamental knowledge and understanding of both:

- The concept of a "manager" and the various levels, types, and roles that managers assume in organizations;
- The concept of "the management process", including: the four main functions of management, managerial activities, roles, skills, agendas, and networks.

20. Topic Outline and Schedule:

3.

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
managers and management environment	1	Adnan	1	Assignments & short exams	Fundamentals of Management: Essential Concept and Applications, Robbins,P., David A. De Genzo, (2014), 9 th ed
integrative managerial	2-5	Adnan	2	Assignments & short exams	Fundamentals of Management:

issues& foundations of decisions making					Essential Concepts and Applications, Robbins,P., David A. De Cenzo, (2014), 9 th ed
foundations of planning & organizational structure and design	6-10	Adnan	3	Assignments & short exams	Corporate finance 9/e. by Ross/Westerfield/Jaffe
managing human resources& managing change and innovations & foundations of individual behaviour	11-13	Adnan	4	Assignments & short exams	Fundamentals of Management: Essential Concepts and Applications, Robbins,P., David A. De Cenzo, (2014), 9 th ed
motivating and rewarding employees& leadership and trust	14-16	Adnan	5	Assignments & short exams	Fundamentals of Management: Essential Concepts and Applications, Robbins,P., David A. De Cenzo, (2014), 9 th ed
4.					
5.					

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures, which cover the duration of 16 weeks, equivalent to 48 teaching hours during the semester in total.

- Students' active participation in purposeful class discussion.

- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.

- Individual questions regarding course contents/subjects.

22. Evaluation Methods and Course Requirements:

Evaluation	Point %	Date
Mid-term Exam	30%	Will be assigned by the professor during the semester in class
Short Exam	10%	Will be assigned by the professor during the semester in class
Participation and other activities (Case Study)	10%	Will be assigned by the professor during the semester in class
Final Exam	50%	Will be assigned by the professor during the semester in class

23. Course Policies:

- A- Attendance policies: according to Jordanian university rules
- B- Absences from exams and handing in assignments on time: according to Jordanian university rules
- C- Health and safety procedures: according to Jordanian university rules

D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules
E- Grading policy: according to Jordanian university rules
F- Available university services that support achievement in the course: computer lap , internet

24. Required equipment:

The course needs :

- 1- specific computer lap for faculty
- 2- periodical visits to corporations

25. References:

Required book (s), Fundamentals of Management: Essential Concepts and Applications, Robbins,P., David A. De Cenzo, (2014), 9th ed
A- Recommended books, materials, and media:
Business Principles and Management ,James, B.,Brad, K.,&Kenneth, E(2007), 12th ed

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File