



INTRODUCTION TO MANAGEMENT

General data

Course code:	B19GMB01E
ECTS credits:	7
Type of the course:	Core course
Semester:	Spring, Semester 2
Course restrictions:	-
Course leader (with availabilities):	Norbert Sipos, Dr. sipos.norbert@ktk.pte.hu +36 72 501 599/23132
Further lecturer(s) (with availabilities):	-

1. Description and aims

The aim of the module, on the one hand, is to provide students with a holistic view and basic tools to acquire a solid knowledge in the principles of management (planning, organizing, leading and controlling). On the other hand, it is essential that the students achieve a deep understanding of the fundamentals which are required for other specific modules of the upcoming semesters. As the module ensures the interconnectivity between different subjects, international is in the focus, including ESR aspects which are supported by corporate examples.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. understand the theoretical and conceptual background knowledge (structure, control, diversity, ethical issues, planning, decision-making) of managing a business in local and global context (PILO1)
2. compare and contrast major management evolution-related schools (PILO2)
3. interpret and analyse complex management issues from multiple perspectives through case studies (PILO4)
4. operate effectively within a (multicultural) team environment demonstrating teambuilding and intercultural communication skills by taking part in group work exercises (PILO5)
5. communicate effectively in oral and written formats in the physical and virtual space using communication and information technology for business applications and is able to prepare and present reports (PILO6)
6. exercise initiative and take personal responsibility for one's own work in terms of timeliness, professional behaviour, and personal motivation (PILO7)

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

1. Clarification of the course expectations. Managers and Management Ch. 1



2. The Management Environment Ch. 2
3. Integrative Managerial Issues Ch. 3
4. Organizational Structure and Design Ch. 6
5. Foundations of Planning Ch. 5
6. Introduction to Managing Human Resource Ch. 7
7. Midterm examination. Foundations of Decision Making Ch. 4
8. Managing Change and Innovation Ch. 8
9. Foundations of Individual Behavior and Individual Work Ch. 9
10. Understanding Groups and Managing Work Teams Ch. 10
11. Foundations of Motivation and Rewarding Systems, Managing Communication and Information Ch. 11, Ch. 13
12. Foundations of Control, Operations Management Ch. 14, Ch. 15
13. Final examination in computer room, Summary in classroom

4. Learning and teaching strategy, methodology

Each of the participants has to take a presentation on the topic selected (lecturers offer a list) in week 1 (see CILO 2, 4, 5, and 6).

Subjects covered in the assigned chapters of the text will be presented and discussed in class. Students are expected to answer and discuss selected questions and cases proposed at the end of the different parts of the book (see CILO 3, 4, 6, and 7), 10 times they should be submitted via e-mail. During lectures, several exercises will demonstrate the practical applicability of themes. Students will be provided with material added to the textbook to increase their knowledge of specific themes (see CILO 1, 2).

5. Assessment

Formative assessment elements: Oral feedback on in-class activities, discussion of the solution of practical exercises solved during the classes, written feedback about the presentations including peers and professor which will be sent to the students (CILO 3-6).

Individual Assessment	70%	Group Assessment	30%
------------------------------	-----	-------------------------	-----

Summative assessment elements:

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Presentation (group assessment)	20%	group oral coursework	The students have to take 15 minutes of presentation plus Q&A and feedback. (20%) The topics are covering the core learning material and fixed in the first week. Evaluation criteria: 5 points for presentation style and quality of slideshow, 5 points for peer involvement, 10 points for content quality and how it addresses the topic.	no	No	1, 2, 4, 5, 6



Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Multichoice quiz (individual assessment)	10%	individual written coursework	At the beginning of the lessons, there will be an online, multichoice quiz (10%) connected to previously acquired knowledge. If 60% of answers are correct, one point can be earned, a maximum of 10 points for the semester	no	no	1, 2, 6
Case-study solution (group assessment)	10%	group written coursework	In 10 unspecified occasions the students should solve and submit case study no later than the given week's Sunday, 4 p.m. on the Moodle.	no	no	1, 2, 3, 4, 5, 6
Midterm exam (individual assessment)	20%	individual written exam	It consists of 40 minutes of exam taken in the classroom, including true-false questions (20 pcs for 10 points-10%), and small essays (4 pcs for 20 points converted to 10%) in the topics discussed until that point.	no	no	1,2, 5, 6
Final term exam (individual assessment)	40%	individual written exam	It consists of 75 minutes of exam, including 4 small essay questions for 20 points, and 3 big essay questions for 30 points.	one retake opportunity	yes	1,2, 5, 6

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

The midterm examination can be taken in the following lesson in case of absence, and the final term examination can be taken in the first week of the examination period in case of absence. The final term exam can be retaken only.

6. Learning materials

- Essential

Robbins, S. P., Coulter, M. & De Cenzo, D. (2021): Fundamentals of Management, Pearson, 11th edition, ISBN: 9780135640999

- Recommended

(FBE) Balogh, G., Sipos, N. & Rideg, A. (2021): An empirical study of the internal factors influencing the application of compensation incentives in SMEs. COMPETITIVENESS REVIEW, 31(3), pp.542–570.

(FBE) Balogh, G. & Sipos, N. (2020): Is it worth for bachelor graduates to diversify study programme for master level? INTERNATIONAL JOURNAL OF EDUCATIONAL MANAGEMENT, 34(9), pp.1387–1401.

Robbins, S. P. & Coulter, M. (2012): Management. Prentice Hall, 11th edition, ISBN 978-0-13-216384-2

Robbins, S. P., De Cenzo, D. & Coulter, M. (2017): Fundamentals of Management: Management Myths Debunked!, Prentice Hall, 10th edition, ISBN 9781292146942