BUS102 Management in the Digital Age

Level: 1
Credit Units: 5 Credit Units
Language: ENGLISH
Presentation Pattern: EVERY SEMESTER

Synopsis:

BUS102 Management in the Digital Age is an introductory course in management theory and application. This course introduces the fundamental concepts and principles of business management and new developments in the industry to students. It provides students with knowledge of the four management functions – planning, organising, leading and controlling – in the light of the ever changing and turbulent business environment, especially when disruptive innovations are the norm. It addresses some key issues that are directly relevant to day-to-day business operations. This foundational knowledge base of management principles and concepts will enable students to enhance their own management capabilities and to understand contemporary issues in management, and what it takes to manage organisations in the digital era. This course also provides students with examples, applications and implications to the modern organisations.

Topics:

- Foundations of management and organisations
- An introduction to international management
- Organisational environment
- Foundations of planning
- Decision-making and problem solving
- Social responsibility and ethics
- Foundation of organisational design
- Leadership
- Foundations of control
- Management of digital organisations
- The future of management
- Contemporary topics in management

Learning Outcome:

- Explain various types of goals and plans, and innovative planning approaches that managers adopt in a fast-changing environment.
- Outline various types of organisational structures.
- Define the concept of control and compare various control techniques.
- Identify issues related to management functions, management skills, managerial roles, and employ management related principles and practices to address such issues.
- Demonstrate the essential knowledge and understanding of contemporary issues in management and innovative management competencies required to deal with today's turbulent environment, especially in the digital era.
- Apply leadership and motivation approaches, ethical decision-making and corporate social responsibility in real and hypothetical situations.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
Overall Examinable Components	Written Exam	50
Total		**100**