

## **Courses Outline**

### **1. Leadership and Managing Change**

Leadership is often considered a mysterious quality, often linked with charisma and other exotic personality traits. Leadership and management are essential, distinctive, and complementary systems of action. A majority of today's corporations are over-managed and under-led. They are lacking in leadership. Well-led organizations do not wait for leaders to emerge on their own, but actively seek out people with leadership potential and groom them into leaders, while exposing them deliberately to varied work experiences. The leadership process can be institutionalized with careful selection, nurturing, and encouragement. Leaders have to be groomed, and leadership has to be institutionalized. Organizations grow by expanding into new competitive spaces, attaining a complex mix of financial, material and knowledge assets, expanding market scope, and replicating and standardizing their wins in similar market spaces.

#### **Topics covered:**

- a) Understanding Leadership
- b) Leadership Styles
- c) Leadership Skills & Tactics
- d) The Making of a Leader
- e) Leading a Learning Organization
- f) Understanding Change
- g) Implementing Change
- h) Change Agents

### **2. Technology Management**

This course will discuss on organization and management, elements and infrastructure of Information Technology, Information System, types of

computer based Information System and Organizational Information System used in organizational management. The concepts of knowledge management for building an effective Information System for digital firm also will be highlighted.

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**Topics covered:**

- a) Organizational Information System and Decision Making
- b) Computer Based Information System
- c) Knowledge Management and Building Information Systems in Digital Firm

### **3. Managing Human Capital**

This course emphasises a pragmatic approach to the study of human resource management. Common themes include HRM's potential link to contribute to organisational success and employee well-being and the relationships that exist between employers and employees. This course aims to introduce students to human resource activities such as HR planning, meeting the organisation's people requirements through job planning and job design, employee recruitment, selection and termination. This course also deals with the development of human resource through human resource development, career development and performance appraisal. It also focuses on employee rewards such as incentives and benefits; and concludes with labour and industrial relations.

**Topics covered:**

- a) Human Resource Management - A perspective
- b) Job Analysis and Human Resource Planning
- c) Recruitment and Selection
- d) Interviewing
- e) Training and Development
- f) Performance Appraisal
- g) Compensation and Benefits
- h) Employees and Industrial Relations

- i) Occupational Health and Safety
- j) Legal Environment

#### **4. Strategic and Innovation Management**

This course focuses on formulating and implanting short and long-term strategies. As in most private and public organizations, policies and strategies are formulated and implanted in a multi-faceted global environment of social, political, economics, and legal entities. The main purpose of this course is to develop a conceptual framework of “general management’s perspective” on strategic thinking and direction in formulating policies and strategies. Students will be introduced to the latest application managerial tools and techniques that should be utilized in assisting the decision-making process. Focus would also be made to evaluate the impact of situations and implications to the total enterprise.

##### **Topics covered:**

- a) Strategic Management Overview
- b) Strategic Management Process
- c) Corporate Governance and Social Responsibility
- d) Environmental Scanning
- e) Organizational Analysis
- f) Strategy Formulation: Innovation Business Strategy
- g) Strategic Issues in MANAGING Technology and Innovation
- h) Strategic Issues in Entrepreneurial and Small Business

#### **5. Business Ethics**

Business ethics is the study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social

responsibility and fiduciary responsibilities. Law often guides business ethics, while other times business ethics provide a basic framework that businesses may choose to follow to gain public acceptance.

**Topics covered:**

- a) Ethics and Business
- b) Conventional Morality and Ethical
- c) Utility and Utilitarianism
- d) Moral Duty, Right, and Justice
- e) Virtue Ethics and Moral Reasoning
- f) Moral Responsibility: Individual and Corporate
- g) Justice and Economic Systems
- h) The International Business System, Globalization, and Multinational Corporation
- i) Corporation, Morality, and Corporate Social Responsibility
- j) Corporate Governance, Disclosure, and Executive Compensation

**6. Operations Management**

This course focuses Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market.

**Topics covered**

- a) Nature of Operations
- b) Business Strategy and Global Competitiveness
- c) Quality Management
- d) Schedule Management
- e) Inventory Management
- f) Supply Chain Management
- g) Material Requirement and Planning
- h) Just in Time System
- i) Project Management

## **7. Entrepreneurship**

The emphasis of this course is on the aspect of nurturing entrepreneurship culture among student so they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship: its historical perspective, concept and theory, and the individual entrepreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.

### **Topics covered:**

- a) An Overview
- b) Getting Started in Entrepreneurship
- c) Developing a Business Plan and Its Importance
- d) Developing Ideas and Business Opportunities
- e) Forms of Business Ownership and Franchising
- f) Buying and Existing Business
- g) The Marketing Plan
- h) Preparing Successful Financial Plan
- i) Financing New Venture
- j) Building a Competitive Edge

## **8. Marketing Management**

The course will cover the major aspects of marketing decision-making: role of marketing in business organisations; analysing marketing opportunities; developing marketing strategies; and implementing and controlling marketing effort. The course is interactive in nature: involving discussions, case analysis and assignments.

### **Topics covered**

- a) Understanding Marketing and Markets
- b) Understanding Marketing

- c) Analysing Market
- d) Developing Marketing Strategies
- e) Segmenting Markets
- f) Positioning
- g) Developing and Managing Products
- h) Pricing Strategies and Programs
- i) Managing and Delivering Marketing Programs
- j) Designing and Managing Channels
- k) Designing and Managing Communication Effort
- l) Implementation and Control

## **9. Global Business Environment**

The global business environment can be defined as the environment in different sovereign countries, with factors exogenous to the home environment of the organization, influencing decision making on resource use and capabilities.

The external environment includes the social, political, economic, regulatory, tax, cultural, legal, and technological environments.

### **Topics covered**

- a) An Overview of the Global Business Environment
- b) Economic Environment
- c) Politic Environment
- d) Social and Cultural Environment in Developing Countries
- e) Global Technology Environment

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### **Topics covered**

- f) An Overview of the Global Business Environment
- g) Economic Environment
- h) Politic Environment
- i) Social and Cultural Environment in Developing Countries
- j) Global Technology Environment