

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Business Management Fashion Management and Marketing Digital Marketing
FHEQ Level:	4
Course Title:	Introduction to Management
Course Code:	MGT 4100
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course is designed to provide a foundation of knowledge on the subject of management. We discuss the functions, tasks and responsibilities of managers. The assignments, projects, and exercises are designed to, in addition to providing a deeper understanding of what management is, challenge students to hone their teamwork and business communication skills.

Prerequisites:

None.

Aims and Objectives:

The main objective of this course is to provide students with an overview of what management is. Students will gain an understanding of key management concepts, functions and tasks. A secondary objective of this course is to help students develop their teamwork and communication skills.

Programme Outcomes:

Business Management: A1, A2, A3, A4, A5, A6, B2, C2

Fashion Management and Marketing: A1, A2, A3, A4, A5, A6, A7, B2, B4, D1

Digital Marketing: A1, A2, A3, A4, A5, A6, A7, B2, B4, D1

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate an understanding of the fundamental concepts of management.
- Apply concepts learned using a variety of assignments, team projects and classroom exercises.
- Understand their own management skills and how they might develop them over the course of their time at Richmond University.
- Demonstrate teamwork and business communication skills (oral and written) through various assignments (e.g., written reports, team presentations, etc.).

Indicative Content:

- Planning (e.g., strategy)
- Organising (e.g., organisational design)
- Leading (e.g., motivating)
- Controlling (e.g., monitoring)

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies>

Teaching Methodology:

Course sessions are a combination of interactive lectures, in-class exercises and presentations. Interactive lectures cover the key concepts of management and discuss application examples. Students are expected to prepare in advance and contribute to the class discussion related to each lecture's topic. In-class exercises and presentations are opportunities for students to apply key management concepts, usually in teams, and to sharpen their business writing and presentation skills. Feedback is provided on both an individual and team basis.

Indicative Text(s):

Robbins, S., Coulter, M. and DeCenzo, D. (2020) *Fundamentals of Management*. 11th Edition. Global Edition. Pearson.

Bovee, C. and Thill, J., 2020. *Business Communication Today*, Global Edition. 15th ed. Harlow: Pearson.

Journals

Web Sites

See the syllabus for the complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
New course		
Various updates as part of the UG programme review	AB JAN 2022	