

COURSE FILE SUMMARY

COURSE INFORMATION

College / Institute / Centre	Of Management & Technology	Marketing and International business	Marketing & International Business
Programme Title	Bachelor of Business Administration	Programme Code	
Course Title	Principles of Management.	Course Code	EA111
# Hours	-----2----- Lecture	-----2----- Lab / Tutorial	-----3----- Credit
Pre Requisites :			
None			

COURSE AIM

Provide fundamental working knowledge about every aspect of businesses and the environment in which business prospers

COURSE OBJECTIVES

Gain great value from understanding how business, government and citizens together influence the ways that business is conducted in different societies.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	PhD in Marketing	Interpersonal and communication skills	1
Tutorials	Bachelor of business Administration	Interpersonal and communication skills	½
Laboratories / Workshops			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1	2	Understanding the business environment
2	...2...	2	Conducting business ethically and responsibly
3	...3...	2	Conducting business ethically and responsibly
4	...4...	2	Understanding entrepreneurship and business ownership
5	...5...	2	Understanding the global context of business
6	...6...	2	Understanding the global context of business
7	...7...	2	7 th week exam
8	...8...	2	Managing the business enterprise
9	9	2	Organizing the business enterprise
10	10	2	Managing operations an improving quality
11	11	2	Managing operations and improving quality
12	12	2	12 th week exam
13	13	2	Managing human resources and labor relations
14	14	2	Motivating, satisfying and leading employees
15	15	2	Motivating, satisfying and leading employees
16	16	2	Final Exam.....
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TEXT BOOKS

Code*	Description
.....	Business Essentials , Ebert and Griffin, fifth edition ,Prentice Hall
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REFERENCE BOOKS

Code*	Description
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TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	1	2	Application on Understanding the business environment
2	2	2	Application on Conducting business ethically and responsibly
3	3	2	Application on Conducting business ethically and responsibly
4	4	2	Application on Understanding entrepreneurship and business ownership
5	5	2	Application on Understanding the global context of business
6	6	2	Application on Understanding the global context of business
7	7	2	Solving 7 th week exam
8	8	2	Application on Managing the business enterprise
9	9	2	Application on Organizing the business enterprise
10	10	2	Application on Managing operations an improving quality
11	11	2	Application on Managing operations and improving quality
12	12	2	Solving12 th week exam
13	13	2	Application on Managing human resources and labor relations
14	14	2	Application on Motivating, satisfying and leading employees
15	15	2	Application on Motivating, satisfying and leading employees

LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	Week	Hrs.	Code	
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Computer Usage

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Grading and Assessment Method

Week #	Points	<i>Written</i>	<i>Oral</i>	<i>Term Paper</i>	<i>Continuous</i>	<i>Thesis</i>				
7	30	30								
12	20	20								
1-15	10				10					
16	40	40								

Prepared by :DR Ayman Metwally

Approved by :Dr Khaled Hanafy

Designation
Name
Sign
Date

Designation
Name
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Date

COURSE FORMAT AND METHODOLOGY

Code*	Description
.....	The course will include a combination of lecture and practical exercises
.....	The course activities will include in class team discussion, and assignments
.....	The course involves team discussion for solving real life applications where students have to apply what they have taken in the course from a practical perspective
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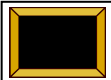
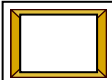






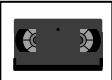
* TB : Text Book RB: Reference Book ST: Standards / Codes LN: Lecture Notes

SUPPLEMENTARY MATERIAL

Code*	Description
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*PR: Periodical SW: Software VT: Video Tape OS: Overhead Slide MD: Model AC: Audio Cassette

EDUCATIONAL RESOURCES

								
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