

HSB-Short Term Study Program 2024

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

INTRODUCTION TO MANAGEMENT

Course dates: 3 June – 26 June 2024

Credit hours: 3 credit hours

Syllabus



Instructor:	Professor Dr. Daphna Motro	
	Frank G. Zarb School of Business Hofstra University New York	
	Associate Professor of Management and Entrepreneurship	
Email: Daphna.Motro@hofstra.edu		

Schedule: Monday-Thursday 13.30 h – 16.45 h

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany
Phone: +49-(0)421-59054163 / ifk@hs-bremen.de
www.hs-bremen.de/short-term-study-programme



Course Description:

The purpose of this course is to provide an introduction and overview to the field of management. It serves as an introductory exploration into the fundamental principles and practices of management. In doing so it provides students with a comprehensive understanding of the roles, functions, and responsibilities of managers in various organizational settings. Emphasizing both theory and practical applications, the course covers key topics such as job performance, leadership, teamwork, diversity, ethics, and sustainability. The course aims to offer a well-rounded understanding of management, and provide a solid foundation for practical applications in professional settings.

Learning Objectives:

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

- Understand the basic principles and functions of management.
 - Define term “management” and explain its significant in organizations.
 - Understand management functions and applications in real-world settings.
- Apply management concepts to real-world organizational challenges.
 - Describe how to address challenges by using effective communication and conflict negotiation skills.
 - Recognize the growing diversity in the workforce and how to interact with employees from different backgrounds with a variety of personalities.
- Analyze and solve problems related to managerial decision-making.
 - Identify various leadership styles and their impact on strategic decision-making.
 - Understand how different motivation techniques can influence both employee and supervisor relationships and decision-making.
- Appreciate the social responsibilities of managers in a global context.
 - Ensure that organizational challenges are addressed in an ethical and, when applicable, sustainable method.
 - Emphasize how different cultures approach organizational responsibilities in diverse ways and numerous organizational structures.

Evaluation Criteria:

Class Assignments	30 %
Case Study	30 %
Presentation	40 %

Course Schedule: Class Meeting	Topic(s)
1.	Introduction to Management
2.	Strategic Decision-Making
3.	Communication & Conflict Management
4.	Leadership & Motivation
5.	Groups & Teams
6.	Organizational Design & Culture
7.	Diversity & Personality
8.	Ethics & Sustainability
9.	Human Resource Management
10.	Wrap-Up & Presentations

Grading System:

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -

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