

Study program: Modern Business Management			
Subject name: Principles of Management			
Lecturer: Jelena Lukić, Ph.D (jelena.lukic@mbs.edu.rs)			
Subject status: Obligatory			
ECTS: 9			
Prerequisites: -			
Subject objectives The basic goal of the subject is to introduce students to the basics of management as the science and profession. Modern global business environment is filled with challenges and changes that complicate functioning of different types of organization. Their existence, survival and development would significantly be lessened without making adequate and timely business decisions. Acquiring managerial knowledge and skills combined with analytic thinking can significantly help to accommodate to the demands of the new era			
Subject outcomes Students should be enabled to directly research the nature of marketing, research the role of theory and concepts of the analysis of organizational problems, to discuss some problems and their implications connected with organization management in the global environment, to research ethical management in the organization, realize human aspects of management and understand group processes within the group and specific groups in the organization			
Subject description Assignments: <i>Theoretical:</i> The concept of management. Types of management. Marketing process phases. Organization and marketing. Managerial thinking – the evaluation of management, management in the 21st century. Basic tendencies in the environment. Social responsibility and ethics in management. Management challenges. Planning– The importance and the necessity of planning. Types of planning. Planning process. Planning and decision making. Goal types. Goals formulation. Different interpretation of goals. Organization - basics, organizational structure, design and organization culture, individual and team work design, organizational changes. Management - basics, management through motivation and communication, interpersonal communication, group dynamics and team work, innovation and planned changes. Human resource management. Control. Control definition. Necessity and the significance of control. Control process. Control focus. Types of control <i>Practical:</i> Business examples, discussions, simulations and reflection.			
Materials Required: Chuck Williams,Принципи менаџмента, Дата Статус, 2010 Optional Робинс, П. С. и М. Колтер (2005), Менаџмент, 8 издање, Дата Статус, Београд. Stoner, F. A. J., Freeman, R. E. and D. R. Gilbert, Jr. (1997), Менаџмент, Желнид, Београд. Bartol, K. and D. Martin (1997), Principles of Management, McGraw Hill..			
Total number		Courses: 3x15=45	Practice: 3x15=30
Teaching methods: Lectures are auditoria supported by modern teaching tools and active student participation. Work includes: task exercises based on the lectures. Student examinations.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
course activity	20	written exam	-
practice	10	oral exam	30
test	30	
essay	10		