

Course Unit Descriptor

Study Programme: Communication Studies and Public Relations			
Course Unit Title: Introduction to Management			
Course Unit Code: 20KOJ041			
Name of Lecturer(s): Vladan Vidicki, PhD			
Type and Level of Studies: Bachelor			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): winter			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 6			
Prerequisites: None			
Course Aims: The aim of this course is to introduce students to the major problems in the field of management: the history of management, organizational environment, organizational culture, planning and decision making, innovation and change, managing teams and human resource systems, managing communication and information, motivation, control, etc.			
Learning Outcomes: Acquisition of basic knowledge about management; the ability to understand and analyze organizations, and individual/group organizational behavior.			
Syllabus: <i>Theory</i> - The Origins of Management. Theories of Management. Organizational Environments. Organizational Culture, Ethics and Social Responsibility. Planning and Decision Making in Organizations. Organizational Strategy. Innovation and Change in Organizations. Global Management. Team Management. Employee Recruitment, Selection, and Training. Diversity of Workforce. Basics of Work Motivation. Perception and Communication Problems in Organizations. Control Methods in Organizations. <i>Practice</i> - Projects and discussions.			
Required Reading: Williams, Chuck (2017). <i>MGMT: Principles of Management</i> . Boston: Cengage Learning.			
Weekly Contact Hours: 3	Lectures: 2	Practical work: 1	
Teaching Methods: interactive lectures, presentations, discussions			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Active class	10	written exam	/

participation			
Practical work	20	oral exam	50
Preliminary exam(s)	20	
Seminar(s)			
<p>The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.</p>			