BMA101
INTRODUCTION TO MANAGEMENT

12.50 Credit points

Semester 1, 2019

Unit Outline

Dr Mark Wickham
CONTACT DETAILS

Unit coordinator

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Other teaching staff

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Room location and number: Room Z201, Z Building
Consultation hours: By appointment
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WHAT IS THE UNIT ABOUT?

Unit description

This unit provides students with an introduction to management concepts, functions and strategies. The unit outlines the key functions of management.

The unit then explores the context surrounding management functioning, including an analysis of the broad environment in which organisations operate, the internal dynamics of organisational life, and the ethical climate that underpins sound management. This unit will also include a strong focus on general skills and abilities associated with conducting literature research and communicating effectively in an academic setting.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Identify and define foundational management theories, concepts and processes.
2. Exercise judgement and recommend solutions for routine management issues.
3. Communicate an academic argument supported by management literature.
4. .
**Graduate Quality Statement**

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

**Alterations to the unit as a result of student feedback**

The JAR task now focuses on the application of the Harvard referencing style, and requires a much shorter description of FIVE (5) academic journal articles instead of an in-depth critique of ONE (1) journal article.

**Prior knowledge &/or skills**

None.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Tests</td>
<td>Weeks 4, 7, 9, 11 &amp; 13</td>
<td>5 marks each (25 marks in total)</td>
<td>1</td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal Article Review (JAR)</td>
<td>Monday April 1st by 2pm</td>
<td>15 marks</td>
<td>1, 3</td>
</tr>
<tr>
<td><strong>Assignment Task 3:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essay Assignment</td>
<td>Monday, May 6th by 2pm</td>
<td>20 marks</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td><strong>Assignment task 4:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Exam period</td>
<td>40 marks</td>
<td>1, 2</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: Online Tests

Task description: Students are required to attempt FIVE (5) online multiple-choice tests. Each test will be randomly constructed for every student. The online tests must be taken at a time of your choice during the designated week (i.e. between Monday 12am and Sunday 11:59pm of the relevant week).

Students will need to log on to MyLO using their University electronic mail username and password. A time limit of 10 minutes will apply.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Describe and explain various management theories and practices. 1</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Use the concepts and language of management in context. 1</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Apply management theories to practical situations. 1</td>
</tr>
<tr>
<td>Task length</td>
<td>10 multiple-choice questions per test.</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Due by date</td>
<td></td>
</tr>
<tr>
<td><strong>Test 1: Week 4</strong></td>
<td>Topics: Foundations of Management; External Environment &amp; Corporate Culture; Decision-making</td>
</tr>
<tr>
<td><strong>Test 2: Week 7</strong></td>
<td>Topics: Planning; Organising</td>
</tr>
<tr>
<td><strong>Test 3: Week 9</strong></td>
<td>Topics: Ethics &amp; Social Responsibility; Leadership</td>
</tr>
<tr>
<td><strong>Test 4: Week 11</strong></td>
<td>Topics: Communication; Controlling</td>
</tr>
<tr>
<td><strong>Test 5: Week 13</strong></td>
<td>Topics: Human Resource Management; Marketing Management</td>
</tr>
</tbody>
</table>

**Assessment task 2: Journal Article Review (JAR)**

**Task description**

The aim of this assessment is to build student capacity to identify, gather, summarise and reference academic research papers related to the discipline of Management. These are considered core skills required for the effective academic study of management and related disciplines.

**Submitting the JAR assignment**

You must submit an electronic copy of your MS Word or PDF files only through the Assignment submission link on MyLO. The JAR assignment must be submitted by 2pm on the due date.

Submissions in any other file formats will not be sufficient for the purposes of on-time submission.

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<td>Apply management theories to practical situations.</td>
</tr>
<tr>
<td><strong>Criterion 4</strong></td>
<td>Search for and reference academic journal articles.</td>
</tr>
<tr>
<td><strong>Criterion 5</strong></td>
<td>Review and describe academic journal articles.</td>
</tr>
</tbody>
</table>
Assessment task 3: Essay Assignment

Task description
The major assignment develops the research, analysis and writing skills you gained from completing the Journal Article Review assignment by applying them to writing an academic essay. The purpose of this assessment task is to develop and assess your knowledge about a key managerial issue. You are expected to cite a minimum of SEVEN (7) academic journal articles in your essay.

Requirements:
This assignment requires you to construct a report response to ONE (1) of the following topics:

**Topic 1: The External Environment**
Using academic journals as your source, define what is meant by the term ‘external environment’ as it relates to the organisational context. Using an industry example of your choice, demonstrate how the elements of the external environment can influence an organisation’s strategy.

**OR**

**Topic 2: Planning**
Using academic journals as your source, define what is meant by the terms ‘planning’ and ‘goal setting’ as it relates to the organisational context. Using examples to illustrate your answer, identify the different types of plans that exist in the organisational setting and describe the relationships that exist between them.

Completing the assignment
Before you begin your report, download and complete the self-paced learning activity “Completing the Major Assignment..."
checklist” which is available in MyLO. This will ensure you have addressed the tasks you need to complete your report.

**Submitting the assignment**

You **must** submit an electronic copy of your MS Word or PDF files **only** through the Assignment submission link on MyLO. The essay must be submitted by 2pm on the due date. **Submissions in any other file formats will not be sufficient for the purposes of on-time submission.**

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<tr>
<td>Criterion 4</td>
<td>Identify management theories/models and describe their implications for managing teams in organisations.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Use judgement to recommend solutions to routine organisational problems.</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Search for and reference academic journal articles.</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Review and describe academic journal articles.</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Present an academic argument using written expression.</td>
</tr>
<tr>
<td>Criterion 9</td>
<td>Using and referencing academic sources of information to support an academic argument.</td>
</tr>
<tr>
<td>Task length</td>
<td>1500 words (<strong>maximum</strong>) – no 10% leeway!</td>
</tr>
<tr>
<td><strong>NB:</strong> Your word limit includes everything in your assignment except for the list of references.</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>Monday, April 1<em>st</em> at 2pm.</td>
</tr>
</tbody>
</table>
Assignment Task 4: Examination

Description / conditions

The final examination will be ‘closed book’ and comprises TWO (2) Sections.

**Section A** requires students to attempt THREE (3) essay questions. Section A will offer a choice of at least five alternatives (for a total of 30 marks). The questions will be sourced exclusively from the tutorials.

**Section B** requires students to attempt ONE (1) essay question from a choice of two alternatives (for a total of 10 marks). The questions will be based on the MyLO readings for the ‘Marketing’ and ‘Human Resource Management’ topics in Weeks 11 and 12.

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<td>Criterion 5</td>
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</table>

Task length

2 hours

Due by date

Exam Period TBA.

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first
instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;  
   (b) ‘late’ means after the due date and time; and  
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment  

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location. 

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission. 

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to
the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

**Penalties**

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Review of Assessment consists of re-marking the final exam (where applicable), checking the addition of all marks, and a check to ensure that all marks have been included in the final result.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:


**Academic referencing**

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.
The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.
Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text:


Recommended readings (Academic publications)


Davidson, P 2009, Management: Core concepts and applications, 2nd Australian ed., Wiley, Brisbane.

Maxwell, JC 2013, The 17 Indisputable laws of teamwork: Embrace them and empower your team, Thomas Nelson, USA.


Recommended readings (Professional publications)
In addition to the texts recommended above, you are also expected to be familiar with
the key professional publications in the discipline from which useful insights may be
derived. In particular, you are encouraged to review regularly the relevant papers that
are published in:

- HRM Magazine
- Professional Manager Magazine
- Australian Financial Review

Reading Lists
Reading Lists provide direct access to all material on unit reading lists in one place.
This includes eReadings and items in Reserve. You can access the Reading List for this
unit from the link in MyLO, or by going to the Reading Lists page on the University
Library website.

Activities

Learning expectations

The University is committed to high standards of professional conduct in
all activities, and holds its commitment and responsibilities to its
students as being of paramount importance. Likewise, it holds
expectations about the responsibilities students have as they pursue their
studies within the special environment the University offers.

Students are expected to participate actively and positively in the
teaching/learning environment. They must attend classes when
and as required, strive to maintain steady progress within the
subject or unit framework, comply with workload expectations,
and submit required work on time.

Details of teaching arrangements

The unit’s teaching schedule commences in the week beginning 25th February, 2019.

Lecture/Tutorial Mode

For students enrolled in the on-campus mode in Hobart, Launceston and the Cradle
Coast, there will be a series of 13 face-to-face lectures held weekly throughout the
semester. In addition, there will be a series of 12 face-to-face tutorial sessions held
weekly throughout the semester, starting in Week 2.
**Distance Mode**

For students enrolled in the on-campus mode in Hobart, Launceston and the Cradle Coast, there will be a series of 13 recorded lectures held weekly throughout the semester. Students studying the unit by Distance mode will have the recorded lectures made available to them in MyLO shortly after each session. In addition, there will be a series of 12 online tutorial sessions held weekly throughout the semester, starting in Week 2.

**Specific attendance/performance requirements**

Whilst it is not compulsory for students to attend the weekly tutorials or lectures, it is important to note that evidence of non-engagement* at the end of Week 4 will be grounds for your unilateral unenrolment from the unit (at the discretion of the unit coordinator). It is also important to note that the questions in Section A of the final examination (i.e. 30% of the marks for the unit) are discussed in detail during the tutorial sessions – so attendance and contribution to these sessions is highly encouraged.

*In this unit, your active engagement will be monitored in the following way:

1. Attendance at weekly tutorials
2. Completion of online tests
3. Submission of the JAR assignment

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.
These are some of the expectations we have of you as a student enrolled in this unit:

- Read this Unit Outline in full so you are fully aware of the learning resources, teaching arrangements, assessment and study schedule.
- Maintain consistent progress and engagement in this unit. This includes checking the BMA101 MyLO site at least twice a week for important announcements, and regularly checking the Workshop Discussions boards in MyLO.
- Attend the workshops, as you might be randomly selected to hand in the answers to the workshop questions. This is part of Assessment 1.
- Before attending workshops/web conferences, listen to the mini-lecture/s and read the relevant prescribed materials.
- During workshops and web-conferences, actively engage in discussion and participate in group, and individual learning activities.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's Work Health and Safety website and policy.

Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.
For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
TUTORIAL PROGRAM

**Note:** The tutorial program does not commence until Week 2 of semester.

It is also important for you to note that active participation in these tutorials is highly recommended as preparation for the end-of-semester examination. The short-answer exam questions will draw on your abilities to think critically and apply management concepts to novel business problems. These tutorials are designed to enhance these skills and abilities.

**Week 2: Foundations of Management**

1. What is an ‘organisation’ and why are managers important to an organisation’s success?
2. What is the benefit of seeing an organisation as a ‘system’? What difference would this view make to you as a manager?
3. In today’s environment, which is more important to organisational success – efficiency or effectiveness?
4. Visit [THIS WEBSITE](#) and describe the roles and responsibilities of all participants in the unit’s tutorial program.

**Week 3: The External Environment & Organisational Culture**

1. What elements comprise an organisation’s General Environment of an organisation? Use examples to illustrate your answer.
2. What elements comprise an organisation’s Specific Environment? Use examples to illustrate.
3. How might a manager go about detecting changes in their external environment?
4. Describe the seven dimensions of organisational culture.

**Week 4: Decision-Making**

1. Describe the eight steps in the decision-making process. Use examples to illustrate your answer.
2. What is the difference between an ‘optimising decision’ and a ‘satisficing decision’? Use examples to illustrate your answer.
3. Using examples, explain how ‘risk’, ‘certainty’ and ‘uncertainty’ influence the decisions that managers make.
4. Do an on-line search for the phrase ‘worst business decisions’. Choose TWO (2) examples and describe what happened. How could the managers in each have made better decisions?

**Week 5: Information Literacy/JAR Preparation**

1. Download the JAR Response Document and bring it along to your tutorial session.
2. Search for, and download FIVE (5) academic journal articles related to your chosen question, and bring them along (electronically if possible) to the tutorial along with any questions about how to approach the task.
Week 6: Planning
1. Define planning, and explain the difference between formal and informal planning.
2. Describe each of the different types of plans. In what circumstances would each type of plan be most effective to use?
3. Using examples to illustrate your answer, describe the characteristics of well-designed goals.
4. Using examples to illustrate your answer, describe the steps in the goal setting process.

Week 7: Organising
1. What is the organising function? Why is it important? How does it relate to the other management functions?
2. Discuss the traditional and contemporary views of each of the key elements of organisational structure.
3. Using examples, discuss the organisational design challenges facing managers today in relation to keeping employees connected.

Week 8: Ethics and Social Responsibility
1. What is meant by the term ‘corporate social responsibility’? To what extent should businesses be socially responsible?
2. Identify the alternative views of ethical behaviour and briefly describe the main emphasis of each view.
3. What is an ethical dilemma? Describe some of the causes of ethical dilemmas in the management context.
4. Discuss the ways in which ethical standards may be established and maintained in organisations.

Week 9: Leadership
1. Define what is meant by the terms ‘leader’ and ‘leadership’. Why is this distinction important?
2. Explain why managers need to work on their leadership skills.
3. Explain the dual responsibilities required of a leader. Using examples, describe when a leader should emphasise one type of responsibility over the other.
4. Define the term ‘team leadership’. What skills and abilities does a manager require to be an effective team leader?

Week 10: Communication
1. Identify and define the components of the communication process. Describe what managers need to know in order to communicate effectively in the workplace.
2. Identify and define the barriers to effective communication. What can a manager do to overcome these barriers?
3. Explain how managers can use active listening and constructive feedback skills effectively at the workplace.
4. Discuss the challenges of managing communication in an online working environment.
Week 11: Controlling
1. Explain the importance of ‘control’ in the organisational context.
2. Describe the three steps in the control process.
3. Contrast feedforward, concurrent and feedback controls.
4. Describe how balanced scorecards and benchmarking are used in controlling.

Week 12: Human Resource Management
1. Explain the three reasons why human resource management is important.
2. Explain the process required to recruit and select quality new employees.
3. Discuss how managers can better manage workforce diversity and inclusion.
4. Describe career development for today’s employees.

Week 13: Marketing Management & Unit Review/Exam Preparation
1. Define what is meant by the term ‘Marketing Management’.
2. Identify and define each of the elements of the marketing mix, and the management issues associated with each.
3. What are the customer segmentation variables that can be used to distinguish between consumers in the car market?

Use this tutorial to ask any questions you may have about preparing for the final examination.
## Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS</th>
<th>READINGS ETC.</th>
<th>DUE DATES</th>
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<tbody>
<tr>
<td>1</td>
<td>Monday February 25th</td>
<td>Foundations of Management</td>
<td>Textbook Chapter 1 &amp; ‘A Brief History of Management’ module Video 1.1, 1.2 &amp; 1.3</td>
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<td>2</td>
<td>Monday March 4th</td>
<td>The External Environment &amp; Organisational Culture</td>
<td>Textbook Chapter 2 Video 2.1, 2.2 &amp; 2.3 Audio 2.1</td>
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<td>3</td>
<td>Monday March 11th</td>
<td>Decision-Making</td>
<td>Textbook Chapter 3 Video 3.1, 3.2 &amp; 3.3 Audio 3.1</td>
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<td>4</td>
<td>Monday March 18th</td>
<td>JAR Information Session</td>
<td>MyLO Materials</td>
<td>Online Test #1</td>
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<td>5</td>
<td>Monday March 25th</td>
<td>Planning</td>
<td>Textbook Chapter 4 Video 5.1 &amp; 5.2 Audio 5.1</td>
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<tr>
<td>6</td>
<td>Monday April 1st</td>
<td>Organising</td>
<td>Textbook Chapter 5 Video 6.1 &amp; 6.2 Audio 6.1</td>
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<tr>
<td>7</td>
<td>Monday April 8th</td>
<td>Ethics &amp; Social Responsibility</td>
<td>Textbook ‘Ethics and Social Responsibility’ module Video 7.1 &amp; 7.2 Audio 7.1</td>
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<td>8a</td>
<td>Monday April 15th</td>
<td>Leadership</td>
<td>Textbook Chapter 11 Video 8.1, 8.2 &amp; 8.3 Audio 8.1</td>
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<td>No classes this week</td>
<td>N/A</td>
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<tr>
<td>9</td>
<td>Monday April 29th</td>
<td>Communication</td>
<td>Textbook Chapter 12 Video 9.1 Audio 9.1</td>
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<td>10</td>
<td>Monday May 6th</td>
<td>Controlling</td>
<td>Textbook Chapter 13 Video 10.1 Audio 10.1</td>
<td>Essay Assignment</td>
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<td>11</td>
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<td>Human Resource Management</td>
<td>Textbook Chapter 6 Video 11.1 Audio 11.1</td>
<td>Online Test #4</td>
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<td>12</td>
<td>Monday May 20th</td>
<td>Marketing Management</td>
<td>Required Reading 12.1 Video 12.1</td>
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<tr>
<td>13</td>
<td>Monday May 27th</td>
<td>Taking Management Further &amp; Unit Review</td>
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<td>Online Test #5</td>
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**Mid-semester break: Thursday April 18th to Thursday April 25th (ANZAC day inclusive)**

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<td>13</td>
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**Examination Period: 8th – 25th June 2019 (inclusive)**
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.