

TAM3535 Management Studies

Level	3
Course Code	TAM3535
Course Title	Management Studies
Credit value	5
Core/Optional	Core (Apparel Production and Management, Textile Manufacture, Fashion Design and Product Development)
Prerequisites	None
Course Aim/s	To provide the basic knowledge about all disciplines of general management and to familiarize with the functions and concepts used in contemporary management.
Course Learning Outcomes (CLO):	<p>At the completion of this course, student should be able to:</p> <p>CLO1: Demonstrate how different theories evolved over the years to the present Knowledge and explain overall view of the management process, concepts, functions, levels and role of managers.</p> <p>CLO2: Identify the importance of organization, its structure, business and economic environment, hierarchy and behaviour of individual managers of different levels.</p> <p>CLO3: Use marketing concepts, orientations, marketing mix strategies and STP techniques in marketing management decision making.</p> <p>CLO 4: Describe the importance of approaches to human resource management and to explain the role of a HR manager to act accordingly.</p> <p>CLO5: Demonstrate the knowledge of production processes& control and productivity management approaches to apply them in organizations as appropriate.</p> <p>CLO6: Apply the basic financial management concepts in managing finance, and use them and appropriate financial ratios in different stages in project planning and appraisal.</p> <p>CLO7: Basic understanding of legislative aspects useful in management and approaches of conflict resolution that could be used in organizational context.</p> <p>CLO8: Understand the role and responsibilities of a manager towards the enterprise and society to plan and start up a new venture and improve the existing with entrepreneurial spirit.</p>
Content (Main topics, sub topics)	<p>Outline Syllabus:</p> <p>Unit 01 – Introducing Management process</p> <p>Unit 02- Understanding Business and Market Environment</p> <p>Unit 03- Marketing</p> <p>Unit 04- Production Processes and Control</p> <p>Unit 05- Basic Finance</p> <p>Unit06- Innovation and Change</p> <p>Unit 07- Starting and Running your own Business</p>