



## **International Diploma in**

# **Advanced Management & Administration Theory & Practice**

**A Program providing advanced knowledge and understanding of the theories and concepts of management, leadership, motivation and strategic issues in the contemporary management and administrative environment.**



This broad and important Program teaches and explains about management, leadership, strategic, motivation and change-management theories, and more; it provides a framework for learning and understanding how to deal with advanced management and administration issues. It blends the theory with the reality of management, showing how to make stronger management decisions. The Program is essential study for men and women aiming to become better, more effective managers, to gain higher posts, and to move on to higher studies.

## **Course Outline**

### **Module 1 - The Evolution of Management Theory**

- Theory, theories and theorists, the background
- Henri Fayol and Max Weber: authority, responsibility, discipline, leadership, bureaucracy, hierarchy
- Frederic Taylor: scientific management, method study, time & motion study, O&M study
- Elton Mayo: the human relations school of thought

### **Module 2 - Organizations**

- Purposes, objectives and categories of organizations
- Ownership of organizations: sole-proprietors, partnerships, companies, private and public
- Organizations and their environment, organizational theorists
- Systems theory, adaptive, closed and open systems

### **Module 3 - Structures of Organizations**

- Delegation of responsibility and spans of control
- Organising and types of organizational structures, organization charts
- Centralisation and decentralisation of functions, interdepartmental co-ordination and co-operation
- Structures for international organizations, management operational and cultural **considerations**

### **Module 4 - Motivation and Motivational Theories**

- Organizational psychology theory, conflict at work theory, models of motivation
- Chris Argyris's Immaturity-Maturity Theory; Abraham Maslow's Hierarchy of Human Needs
- Douglas McGregor's Theory X and Y; William Ouchi's Theory Z; Charles Handy's Motivational Calculus
- Rensis Likert management styles, Frederick Herzberg's Motivation-Hygiene Theory; Vroom's Expectancy Theory

## **Module 5 - Theories on Leadership**

- Types of leaders, trait theories of leadership, style theories of leadership
- Managerial grids models, contingency theories of leadership
- Groups and group behaviour, teams and team building, team-skills, team roles
- Culture and international management, cultural differences and Hofstede's model of cultural dimensions

## **Module 6 - Strategic Management**

- Key issues in planning and strategic management, innovation, synthesis and development
- Strategic theorists and their theories explored
- Corporate and strategic objectives, stakeholder theories, corporate planning
- Business ethics, social responsibility, policies, entrepreneurial activity

## **Module 7 - Business Environment**

- SWOT analysis, the macro and micro environment, red ocean and blue ocean approaches
- PEST: Politics, Economics, Sociology, Technology, other factors
- Competitive forces, definition of an industry, industry rivalry, customer focus
- Entry and exit barriers, defence strategies, competitive advantage, analysing competition, developing strategy

## **Module 8 - Change Management**

- Dimensions of change, environment, technology, personnel, organisation structure, products/services
- Resistance to change, culture of change, learning organizations, motivations for change
- Change for other than growth: contraction, divestment, restructuring, innovation
- Framework for change: planning, managing, monitoring, engaging employees

## **Module 9 - Mission and Mission Statements**

- Aims, goals and objectives, vision and mission, mission statements, purposes
- Values, standards and behaviours, corporate and personal values
- Evolving mission statements, people orientation, differing approaches, key considerations
- MOST analysis: mission, objectives, strategy, tactics

## **Module 10 - Stakeholders**

- Direct and indirect interests, stakeholders, inwards investors, opinion formers, consumer influence
- Governments as stakeholders, central and local government
- Interdependence, supply chains and value chains
- Creating shareholder value, customers, marketing, corporate social responsibility (CSR)

## Module 11 - Communication

- The potency of communication, effective communication, customer-focus
- The communication loop, channels of communication, barriers, attitudes in communication
- Structural and component models, balance theory, cognitive consistency, congruity theory
- Multi-component models, reasoned action theory, game theory and bargaining

## Module 12 - Business Ethics

- Perspective approaches to business ethics: the individual, the organization, society
- Worldwide trends in business: communication technology, globalisation, networking, branding
- Ethical challenges in the workplace, decision factors, values-led approaches, Fairtrade Organisations
- Compliance, essential components of a compliance system, codes of conduct, ethical investment

