

Undergraduate Management Study Guide

1. Overview of a Management Degree

- A management degree provides foundational knowledge in leading organizations, making strategic decisions, and managing resources effectively.
- It combines theory with real-world applications across business disciplines.

2. Core Subjects & Key Concepts

- Principles of Management – Planning, organizing, leading, controlling.
- Organizational Behavior – Motivation, leadership, group dynamics, culture.
- Marketing Basics – 4Ps (Product, Price, Place, Promotion).
- Accounting & Finance – Financial statements, budgeting, investment basics.
- Operations & Supply Chain – Efficiency, logistics, quality management.
- Business Strategy – Competitive advantage, strategic planning models.
- Human Resources Management – Recruitment, training, performance appraisals.
- Business Ethics & Law – Corporate social responsibility, contracts, compliance.

3. Frameworks & Theories to Know

- SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats.
- PESTEL Analysis – Political, Economic, Social, Technological, Environmental, Legal.
- Porter's Five Forces – Industry competition analysis.
- Maslow's Hierarchy of Needs – Motivation theory.
- McGregor's Theory X & Theory Y – Management assumptions about employees.
- Mintzberg's Managerial Roles – Interpersonal, informational, decisional roles.

4. Study & Exam Tips for Management Students

- Create concise summaries of theories and frameworks.
- Use case studies to connect concepts with real-world examples.
- Practice applying frameworks (SWOT, PESTEL, Porter) to actual companies.
- Review key definitions and practice explaining them in your own words.
- Form study groups to discuss different management perspectives.

5. Sample Exam-Style Questions

- Short Answer: Explain the difference between leadership and management.
- Essay: Apply Porter's Five Forces to analyze the retail industry.
- Multiple Choice: Which of the following is NOT one of Mintzberg's managerial roles?

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