

Tamkang University Academic Year 101 , 2 Semester
Course Syllabus

Course Title	Business Management			Instructor	SHENG-HSIUNG CHANG
Department/ Year/Class	International Business	Course Details	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Selective	<input type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) <input checked="" type="checkbox"/> 2 (2nd Semester) 3 (3rd Semester)	3 Credits
	1A				
Aim of Education			Core Competences		
Departmental Educational Objectives: 1.To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 2.By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems. 3.To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.			Departmental Core Capabilities A. Breeding professionals with expertise in general International Trade and International Business B. Consisting of Globalization, Information-Oriented and Future-Oriented education. C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy. D. Breeding professionals with expertise in Marketing and Financial Management.		
Course Introduction (50 to 100 words)	This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etc. In addition, several integrated topics are introduced, including international management and entrepreneurship.				

The Relevance among Teaching Objectives, Objective Levels and Core Competences

一、) Objective Levels (select applicable ones) :

(一) Cognitive Domain : C1 Remembering 、 C2 Understanding 、 C3 Applying 、 C4 Analyzing 、 C5 Evaluating 、 C6 Creating 。

(二) Psychomotor P) Psychomotor Domain : P1 Imitation 、 P2 Mechanism 、 P3 Independent Operation 、 P4 Linked Operation 、 P5 Automation 、 P6 Origination 。

(三) (Affective A) Affective Domain : A1 Receiving 、 A2 Responding 、 A3 Valuing 、 A4 Organizing 、 A5 Charaterizing 、 A6 Implementing 。

二、

The Relevance among Teaching Objectives, Objective Levels and Core Competences

(一)

Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.

(二)

If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)

(三)

Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1. This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etc. In addition, several integrated topics are introduced, including international management and entrepreneurship.	C4	ABCD
2. Via group discussions, this course aims to not only help students understand management theory but practices in today' s business	P1	ABCD

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etc. In addition, several integrated topics are introduced, including international management and entrepreneurship.	Lecture, Group Discussion, Case Study	Assignments, Midterm, Final

2. Via group discussions, this course aims to not only help students understand management theory but practices in today' s business	Lecture, Group Discussion, Case Study	Assignments, Midterm, Final
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This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
Global Vision	
<input type="checkbox"/> Insight of Future	
<input type="checkbox"/> Application of Technology	
Morality	
Independent Thinking	
<input type="checkbox"/> Healthy Life Style	
Cooperation	
<input type="checkbox"/> Sense of Esthetics	

Course Schedule

Week	Date	(Subject/Topics)	Note
1	102/02/10~ 102/02/16	Course Orientation	
2	102/02/17~ 102/02/23	The Management Process Today	Team Building
3	102/3/01~ 102/3/07	The Environment of Management	
4	102/3/01~ 102/3/07	Managing Ethics and Diversity	
5	102/3/08~ 102/3/14	Enron: The Smartest Guys in the Room	Assignment : 10 pts
6	102/3/15~ 102/3/21	Managing in the Global Environment	
7	102/3/22~ 102/3/28	Decision Making, Learning, Creativity, and Entrepreneurship	
8	102/3/29~ 102/4/04	Planningm Strategy, and Competitive Advantage	
9	102/4/05~ 102/4/11	Designing Organizational Structure	
10	102/4/12~ 102/4/18	Midterm Exam Week	
11	102/4/19~ 102/4/25	Control, Change, and Entrepreneurship	
12	102/4/26~ 102/5/02	Motivation	
13	102/5/03~ 102/5/09	Effective Team Management	

14	102/5/10~ 102/5/16	Building and Managing Human Resources	
15	102/5/17~ 102/5/23	Guest Speaker Speech	
16	102/5/24~ 102/5/30	Group Presentation on Management (I)	20 pts
17	102/5/31~ 102/6/06	Group Presentation on Management (II)	
18	102/06/07~ 102/06/13	Final Exam Week	
Requirement	<p>1. Class participation, both in the lecture and in the group discussion, is an essential requirement of this course. Active participation means making contributions to the “intellectual” conversation. My interest is not based on the “right” or “wrong” , it is based on if you have make a contribution to the development of the issues under study by the class (group), and whether you have moved the class (group) forward.</p> <p>2. To maximize the communication outcomes, students are required to submit individual background information and choose group partners after the first class. I will help to organize your team structure and inform you by the end of the second class.</p>		
Teaching Facility	<input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other ()		
Textbook(s)	Jones/George , Essentials of Contemporary Management , McGraw Hill, 5th ed. 2013 . .		
Suggested Readings	Stephen P. Robbins and Mary Coulter(2009), Management 10/e , Prentice Hall. Richard L. Daft(2007), Management 8/e, Thomson South-Western		
Number of Assignment(s)	2 (Filled in only for those courses that apply)		
Grading Policy	◆Participation : 20.0 % ◆Assignments : 20.0 % ◆Midterm : 20.0 % ◆Final : 20.0 % ◆Team Presentation : 20.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		