

## Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	MANAGEMENT	Instructor	SHENG-HSIUNG CHANG
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<ul style="list-style-type: none"> <li>I . Acquisition of professional knowledge.</li> <li>II . Learning effective self-planning.</li> <li>III . Theoretical application of practical matters.</li> <li>IV . Interpersonal communication and teamwork.</li> <li>V . Analysis of problems and recommendations.</li> <li>VI . Awareness of Ethics as a global citizen.</li> </ul>			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. Financial accounting professional skills.</li> <li>B. To understand basic knowledge of business administration.</li> <li>C. To communicate, negotiate, and collaborate to accomplish business projects by team work.</li> <li>D. Knowledge of basic statistical theory.</li> <li>E. Application of profession knowledge.</li> <li>F. Have a firm grasp of the fundamental concepts in economics.</li> <li>G. Have the ability to apply basic analytical tools to economic issues.</li> <li>H. Students are equipped with professional knowledge of core courses.</li> <li>I. Students can apply their profession to practice matters.</li> </ul>			
Course Introduction	<p>This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etccc. In addition, several integrated topics are introduced, including international management and entrepreneurship.</p>		

## The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) 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.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etccc. In addition, several integrated topics are introduced, including international management and entrepreneurship.	C4	BC
2	Business Management Skills	C1	BC

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	This course aims to introduce basic concepts on management, including environmental analysis, planning, organization, and controlling, and etccc. In addition, several integrated topics are introduced, including international management and entrepreneurship.	Lecture, Discussion, Appreciation, Problem solving	Written test, Report, Participation
2	Business Management Skills	Lecture, Discussion, Appreciation, Simulation, Practicum, Problem solving	Written test, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	105/09/12 ~ 105/09/18	Orientation	
2	105/09/19 ~ 105/09/25	Topic 1	Case 1(5 pts)
3	105/09/26 ~ 105/10/02	Topic 2	Quiz1 (5pts)
4	105/10/03 ~ 105/10/09	Topic 3	Case 2 (5pts)
5	105/10/10 ~ 105/10/16	Holiday	No class
6	105/10/17 ~ 105/10/23	Guest Speaker Week: Cultural differences on workplace between Taiwan and Mainland China by Dr. AnAn Chiu, the host on URadio at Phoenix Satellite Television (10 pts)	Assignment 1
7	105/10/24 ~ 105/10/30	Topic 4	Quiz2 (5pts)
8	105/10/31 ~ 105/11/06	Guest Speaker Week: Mika Huang(Wall Street Futures& Commodity Trader)	Assignment 2 10 pts
9	105/11/07 ~ 105/11/13	Review for midterm	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	

11	105/11/21 ~ 105/11/27	Outdoor Activity	Midterm-paper returned
12	105/11/28 ~ 105/12/04	Topic 5	Case 3 (5pts)
13	105/12/05 ~ 105/12/11	Topic 6	Quiz 3 (5pts)
14	105/12/12 ~ 105/12/18	Group Presentation Week	20 pts
15	105/12/19 ~ 105/12/25	Group Presentation Week 2	
16	105/12/26 ~ 106/01/01	Group Presentation Week 3	
17	106/01/02 ~ 106/01/08	Holiday	No class
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>All students are expected to participate actively in class discussion. This includes evidence of thorough prior preparation of course materials, engaging in exercises, etc. Attendance at all session is required except in previously arranged cases/emergencies.</p> <p>Case study (15 pts): In groups of 4-5, you will hand out the assigned case study answer as part of evaluation. 5 pts each.          Quizzes(15pts): 5pts each          Assignments(20pts): 2 Assignments, 10 pts each.          Presentation (20%): Film Project. Explain the managerial dynamics around planning, organizing, leading, and controlling at work in a film.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Stephen P. Robbins and Mary Coulter(2016), Management 13/e , Prentice Hall.		
Reference(s)	Jones/George · Essentials of Contemporary Management · McGraw Hill, 5th ed. 2013 · Richard L. Daft(2007), Management 8/e, Thomson South-Western.		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :           %   ◆ Mark of Usual :           %   ◆ Midterm Exam : 15.0 % ◆ Final Exam :   15.0 % ◆ Other (Assign&Quizzes&Prese) : 70.0 %		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		