

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	MANAGEMENT	Instructor	JUAN, PIN-JU
Course Class	TQTXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:40.00) B. Ability to communicate in English.(ratio:40.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:5.00) E. Tourism management skills.(ratio:5.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:40.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			
Course Introduction	The course offers students not to only theoretical frameworks that guide managerial activities but also illustrations and examples of how and when those theories do and do not work in both small and large business as well as in nonprofit organizations.		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	1. Introducing the four management functions: (1) planning, (2) organizing, (3) leading, (4) controlling.	Cognitive
2	2. Comparing theory with practice.	Psychomotor
3	3. Learning how to develop teamwork and self-management skills.	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	135	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ABC	135	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ABCDE	1357	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14~ 109/09/20	Managers and Management	

2	109/09/21 ~ 109/09/27	Managers and Management	
3	109/09/28 ~ 109/10/04	The Management Environment	
4	109/10/05 ~ 109/10/11	Integrative Managerial Issues	
5	109/10/12 ~ 109/10/18	Foundations of Decision Making	
6	109/10/19 ~ 109/10/25	Foundations of Planning	
7	109/10/26 ~ 109/11/01	Organizational Structure and Design	
8	109/11/02 ~ 109/11/08	Managing Human Resources	
9	109/11/09 ~ 109/11/15	Managing Change and Innovation	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Foundations of individual Behavior	
12	109/11/30 ~ 109/12/06	Motivating and rewarding Employees	
13	109/12/07 ~ 109/12/13	Leadership and trust	
14	109/12/14 ~ 109/12/20	Managing Communication and Information	
15	109/12/21 ~ 109/12/27	Foundations of Control	
16	109/12/28 ~ 110/01/03	Operations Management	
17	110/01/04 ~ 110/01/10	Operations Management	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	<p>請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。</p> <p>If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Robbins, S.P., Coulter, M. and DeCenzo, D. A. 2017, Fundamentals of Management, 10th Edition - Global Edition, 華泰文化		
References			

Number of Assignment(s)	15 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other () : %
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.