

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	MANAGEMENT PSYCHOLOGY	Instructor	HSIAO WEI CHEN
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. 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.</p> <p>III. 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.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:40.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:10.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p>			
Subject Schoolwide essential virtues			
<p>5. Independent thinking. (ratio:50.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:50.00)</p>			

Course Introduction	<p>Management Psychology</p> <p>Having insight to the psychology behind management is a key asset to any 21st century entrepreneur of a small to medium enterprise (SME). This course will take you through:</p> <ol style="list-style-type: none"> 1) Organizational Behavior 2) Psychology of SME 3) Survival of SME in the Market Place. 4) Business Models of SME with Case Studies 5) SME Marketing in the 21st Century with Case Studies 6) SME Developing Distribution Channels with Case Studies 7) Creating a system within Organization and Identifying Key Performance Indicators (KPI) 8) KOL Strategy 9) Understanding cashflow 10) Brand
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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	Develop essential management skills for Small to Medium Enterprises (SME) for the 21st Century.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	57	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Identify individual students' personality traits. Split students into different groups and assign each group an activity. One group does the activity while the observers and take notes on the interactions between the students.	
2	110/03/01 ~ 110/03/07	Why do most SME fail? How to overcome the psychological warfare between the Entrepreneur, Manager, and Technician.	
3	110/03/08 ~ 110/03/14	The 4P's. How to find your niche market as a SME? / Case Study	
4	110/03/15 ~ 110/03/21	Traditional Marketing vs. Modern Marketing - Strategy for Marketing in SME / Case Study	
5	110/03/22 ~ 110/03/28	Distribution for SME (Traditional vs. Online)	
6	110/03/29 ~ 110/04/04	The psychology or SALES : Creating Rapport with customers.	
7	110/04/05 ~ 110/04/11	True Management: Getting people to do what they don't want to do.	
8	110/04/12 ~ 110/04/18	Identifying Personality Traits - Putting people in the right position.	
9	110/04/19 ~ 110/04/25	The lifeline of any business: Cash Flow	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Understanding your Political Environment	
12	110/05/10 ~ 110/05/16	Globalization 101	
13	110/05/17 ~ 110/05/23	How to approach VC's (Guest Speaker)	
14	110/05/24 ~ 110/05/30	Managing People from HR's Perspective (Guest Speaker Julie Lin HR-Director of MOXA)	
15	110/05/31 ~ 110/06/06	Blue Ocean Strategy	
16	110/06/07 ~ 110/06/13	Developing Organizational Structure (1)	
17	110/06/14 ~ 110/06/20	Starting a Business - Entrepreneurship	
18	110/06/21 ~ 110/06/27	Final Exam Week	

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Lexus and the Olive Tree by Thomas Friedman, E-Myth, Instead Business Case Studies, Tipping Point by Malcolm Galdwell, Outliers by Malcolm Galdwell, Shoe Dog by Phil Knight, Harvard Business Reviews
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (Participation / Quiz) : 20.0 %</p>
Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>