

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	MANAGEMENT	Instructor	JUAN, PIN-JU
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG1 No poverty		
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:20.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			

Course Introduction	This class is mainly focused on the introduction of Management including theoretical framework that guide managerial activities but also illustrations of how and when those theories do and do not work in both small and large business as well as in nonprofit organizations.
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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	1. Overview four management functions: planning, organizing, leading and 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	ABCDE	1234567	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ABDE	135	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

3	ABCDE	13567	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
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Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course Orientation課程與上課規則簡介	
2	110/09/29 ~ 110/10/05	CH. 1 Managers and You in the Workplace	
3	110/10/06 ~ 110/10/12	CH. 1 Managers and You in the Workplace	
4	110/10/13 ~ 110/10/19	CH. 2 Making Decisions	
5	110/10/20 ~ 110/10/26	CH. 2 Making Decisions	
6	110/10/27 ~ 110/11/02	CH. 3 Influence of the External Environment and the Organization' s Culture	
7	110/11/03 ~ 110/11/09	CH. 4 Managing in a Global Environment	
8	110/11/10 ~ 110/11/16	CH. 5 Managing Diversity	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	CH. 6 Managing Social Responsibility and Ethics	
11	110/12/01 ~ 110/12/07	CH. 7 Managing Change and Disruptive Innovation	
12	110/12/08 ~ 110/12/14	CH. 8 Foundation of Planning	
13	110/12/15 ~ 110/12/21	CH. 9 Managing Strategy	
14	110/12/22 ~ 110/12/28	CH. 10 Entrepreneurial Ventures	
15	110/12/29 ~ 111/01/04	CH. 11 Designing Organizational Structure	
16	111/01/05 ~ 111/01/11	CH. 12 Managing Human Resources	
17	111/01/12 ~ 111/01/18	CH. 12 Managing Human Resources	
18	111/01/19 ~ 111/01/25		

Requirement

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。
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.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Stephen P. Robbins, and Mary K. Coulter. 2021, Management, 15th Edition - Global Edition, 華泰文化
References	
Number of Assignment(s)	30 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</p> <p>◆ Other < > : %</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>