

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Acquisition of professional knowledge. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V. Analysis of problems and recommendations. VI. Awareness of Ethics as a global citizen. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:10.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:10.00) C. Students can demonstrate that they have capability in using information technology. (ratio:10.00) D. Students can demonstrate that they are critical thinkers.(ratio:70.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 			

7. A spirit of teamwork and dedication. (ratio:30.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

This course is to provide students cross-domain management knowledge after the pandemic including the acquisition of professional knowledge, learning effective self-planning, theoretical application of practical matters, interpersonal communication and teamwork, analysis of problems and recommendations and awareness of ethics as a global citizen.

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	This online certificate course is ideal for any professional interested in improving their hard and soft skills in order to be successful in business. Managers, entrepreneurs, and specialists, including consultants and analysts, will benefit from the interactive, guided approach to learning.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction to basic management concepts	

2	111/09/12 ~ 111/09/18	Introduction to basic management concepts	
3	111/09/19 ~ 111/09/25	Introduce global management themes and trends	
4	111/09/26 ~ 111/10/02	Introduction of domestic and foreign management cases	Invite entrepreneurs to share latest industrial issues in English
5	111/10/03 ~ 111/10/09	Introduction of domestic and foreign management cases	Invite entrepreneurs to share latest industrial issues in English
6	111/10/10 ~ 111/10/16	Entrepreneurs are invited to propose relevant industry topics to classmates as the final topic direction	
7	111/10/17 ~ 111/10/23	The lecturer and the industrial mentors jointly lead the students to understand the post-epidemic industrial ecology and discuss management projects together	Experts are from the biotechnology industry and chemical industry.
8	111/10/24 ~ 111/10/30	The lecturer and the industrial mentors jointly lead the students to understand the post-epidemic industrial ecology and discuss management projects together	Experts are from the biotechnology industry and chemical industry.
9	111/10/31 ~ 111/11/06	Industry mentors give speeches on global industry development trends and social responsibility after the epidemic	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Industrial mentor gives speeches on the latest issues of global innovation after the epidemic	Industrial visiting: how the industry works after the pandemic
12	111/11/21 ~ 111/11/27	Industrial mentor gives speeches on the latest issues of global innovation after the epidemic	Industrial visiting: how the industry works after the pandemic
13	111/11/28 ~ 111/12/04	Industrial mentors integrate content and industry management projects	Industrial mentors give students practical advice on industry management and business operations
14	111/12/05 ~ 111/12/11	Industrial mentors integrate content and industry management projects	Industrial mentors give students practical advice on industry management and business operations
15	111/12/12 ~ 111/12/18	Student final report and publication about management projects	Group Presentation (Group 1-Group 3)
16	111/12/19 ~ 111/12/25	Student final report and publication about management projects	Group Presentation (Group 4-Group 6)

17	111/12/26~ 112/01/01	Student final report and publication about management projects	Group Presentation (Group 7-Group 9)
18	112/01/02~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbooks and Teaching Materials	Management (14th Edition) by Robbins, Stephen, Coulter, Mary		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : % ◆ Other 〈Group Presentation〉 : 50.0 %		
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		