

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	MANAGEMENT	Instructor	AI, CHI-HAN
Course Class	TRBXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
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			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:15.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
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:5.00) 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) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	In this course, we will explore the basic concept of management. We will investigate what management is and the role managers play in the fulfillment of an organization's objectives. Throughout this course you will be able to define the function of managers; and discuss and analyze the purpose of management.
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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	The objective of this course is to teach students to understand the basic concept of management	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction to the course	
2	111/09/12 ~ 111/09/18	Chapter 1: What is management	
3	111/09/19 ~ 111/09/25	Chapter 2: Evolution of management	
4	111/09/26 ~ 111/10/02	Chapter 2: Manager as decision maker	

5	111/10/03 ~ 111/10/09	Chapter 3 : Organization’ s Culture	
6	111/10/10 ~ 111/10/16	Chapter 8: Planning	
7	111/10/17 ~ 111/10/23	Management by objectives: Marshmallow challenge	
8	111/10/24 ~ 111/10/30	Review	
9	111/10/31 ~ 111/11/06	Review	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Chapter 9 SWOT analysis	
12	111/11/21 ~ 111/11/27	Chapter 11 Designing Organizational Structure	
13	111/11/28 ~ 111/12/04	Chapter 12 Managing Human Resources (I)	
14	111/12/05 ~ 111/12/11	Chapter 12 Managing Human Resources (II)	
15	111/12/12 ~ 111/12/18	Chapter 7 Managing Change and Disruptive Innovation	
16	111/12/19 ~ 111/12/25	Review	
17	111/12/26 ~ 112/01/01	Review	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Robbins & Coulter, Management, Global Edition, 15th Edition, 2021	
References			
Number of Assignment(s)		2 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 15.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 25.0 % ◆ Other 〈Presentation〉 : 25.0 %	

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>
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