

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

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| 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 | SDG4 Quality education | | |
| 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:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p> | | | |
| Subject Schoolwide essential virtues | | | |
| <p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:5.00)</p> <p>3. A vision for the future. (ratio:10.00)</p> <p>4. Moral integrity. (ratio:5.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p> | | | |

7. A spirit of teamwork and dedication. (ratio:20.00)

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

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| 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) |
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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 |
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| 1 | <p>The objective of the course is to provide students the necessary skills to identify the following when looking at businesses:</p> <ol style="list-style-type: none"> 1) Value proposition of the business 2) Where does the business sit in the value chain (supply chain) 3) When and how do business move up or down the value chain 4) Why most small business Fail 5) How to create small businesses 6) 21st century Marketing Tactic 7) 21st century Sales Tactic | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
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| 1 | ABCD | 12345678 | Lecture, Discussion | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation |
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Course Schedule

| Week | Date | Course Contents | Note |
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| 1 | 112/02/13 ~ 112/02/19 | 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 | 112/02/20 ~ 112/02/26 | Why do most SME fail? How to overcome the psychological warfare between the Entrepreneur, Manager, and Technician. | |
| 3 | 112/02/27 ~ 112/03/05 | The 4P's. How to find your niche market as a SME? /Case Study. No Class on 2/27(228 Memorial Holidays). Will arrange another date for making up the class. | |
| 4 | 112/03/06 ~ 112/03/12 | Traditional Marketing vs. Modern Marketing – Strategy for Marketing in SME / Case Study | |
| 5 | 112/03/13 ~ 112/03/19 | Distribution for SME (Traditional vs. Online) | |
| 6 | 112/03/20 ~ 112/03/26 | The psychology or SALES : Creating Rapport with customers. | |
| 7 | 112/03/27 ~ 112/04/02 | True Management: Getting people to do what they don't want to do. | |
| 8 | 112/04/03 ~ 112/04/09 | No Class (due to 教學行政觀摩日) | |
| 9 | 112/04/10 ~ 112/04/16 | Identifying Personality Traits - Putting people in the right position. | |
| 10 | 112/04/17 ~ 112/04/23 | Midterm Exam Week | |
| 11 | 112/04/24 ~ 112/04/30 | KOL strategies | |
| 12 | 112/05/01 ~ 112/05/07 | Understanding your Political Environment | |
| 13 | 112/05/08 ~ 112/05/14 | Globalization 101 | |
| 14 | 112/05/15 ~ 112/05/21 | How to approach VC's (Guest Speaker) | |
| 15 | 112/05/22 ~ 112/05/28 | Blue Ocean Strategy | |

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| 16 | 112/05/29~ 112/06/04 | Developing Organizational Structure (1) | |
| 17 | 112/06/05~ 112/06/11 | Case Study Presentation | |
| 18 | 112/06/12~ 112/06/18 | Final Exam Week | |
| Requirement | Student must take notes in class. All mid-terms and finals are based on in-class notes. | | |
| Teaching Facility | Computer, Projector | | |
| Textbooks and Teaching Materials | E-Myth, Instead Business Case Studies, Tipping Point, 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> | | |