

## Tamkang University Academic Year 112, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	<p>SDG8 Decent work and economic growth</p> <p>SDG9 Industry, Innovation, and Infrastructure</p>		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<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>			
<b>Subject Schoolwide essential virtues</b>			
<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)

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"> <li>1) Organizational Behavior</li> <li>2) Psychology of SME</li> <li>3) Survival of SME in the Market Place.</li> <li>4) Business Models of SME with Case Studies</li> <li>5) SME Marketing in the 21st Century with Case Studies</li> <li>6) SME Developing Distribution Channels with Case Studies</li> <li>7) Creating a system within Organization and Identifying</li> </ol>
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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	<p>1 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"> <li>1) Value proposition of the business</li> <li>2) Where does the business sit in the value chain (supply chain)</li> <li>3) When and how do business move up or down the value chain</li> <li>4) Why most small business Fail</li> <li>5) How to create small businesses</li> <li>6) 21st century Marketing Tactic</li> <li>7) 21st century Sales Tactic</li> </ol>	Affective

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)
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Course Schedule

Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Introduction to the course. 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	113/02/26 ~ 113/03/03	Why do most SME fail? How to overcome the psychological warfare between the Entrepreneur, Manager, and Technician.	
3	113/03/04 ~ 113/03/10	The 4P's. How to find your niche market as a SME? /Case Study.	
4	113/03/11 ~ 113/03/17	Traditional Marketing vs. Modern Marketing – Strategy for Marketing in SME / Case Study	
5	113/03/18 ~ 113/03/24	Distribution for SME (Traditional vs. Online)	
6	113/03/25 ~ 113/03/31	The psychology or SALES : Creating Rapport with customers.	
7	113/04/01 ~ 113/04/07	True Management: Getting people to do what they don't want to do.	
8	113/04/08 ~ 113/04/14	Identifying Personality Traits - Putting people in the right position.	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Connectors / Mavens / Salesperson / How to make a message "Stick"	
11	113/04/29 ~ 113/05/05	KOL strategies	
12	113/05/06 ~ 113/05/12	. Understanding your Political Environment	
13	113/05/13 ~ 113/05/19	Globalization 101 (Free Trade)	
14	113/05/20 ~ 113/05/26	Blue Ocean Strategy	
15	113/05/27 ~ 113/06/02	Business Case Study Part 1 Finding the Right Partner	
16	113/06/03 ~ 113/06/09	Business Case Study Part 2 Finding the Right Partner	

17	113/06/10~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities	self-directed learning Problem solving Interdisciplinary		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Project implementation course		
Course Content	Logical Thinking		
Requirement	Student must attend class and take notes. All mid-terms and finals are based on in-class notes.		
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Case Studies Name of teaching materials: E-myth, Tipping Point, Fast Food Nation, Harvard Business Review, Instead Business Case Studies Using teaching materials from other writers:Textbooks, Presentations, Videos		
References			
Grading Policy	◆ Attendance : 40.0 %   ◆ Mark of Usual : 15.0 %   ◆ Midterm Exam : 10.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Group Activity〉 : 15.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		