

淡江大學 97 學年度第 1 學期課程教學計畫表

授課科目名稱：管理學 (Management)

授課教師：張瑋倫

開課班級	保險系(日)二年班			必/選修	選修
學分數	3 學分 3 小時 (單學期 3 學分)		先修科目	無	
教學內容 及進度	週次	月/日	內 容		
	第一週	9/12	Chap1 Introduction to Management and Organizations		
	第二週	9/19	Chap2 Management Yesterday and Today		
	第三週	9/26	Chap3 Organizational Culture and Environment: The Constraints		
	第四週	10/3	Chap5 Social Responsibility and Managerial Ethics		
	第五週	10/10	DAY OFF		
	第六週	10/17	Chap6 Decision Making: The Essence of the Manager's Job		
	第七週	10/24	Chap7 Foundations of Planning		
	第八週	10/31	Chap8 Strategic Management		
	第九週	11/7	Chap12 Human Resource Management		
	第十週	11/14	期中考試週		
	第十一週	11/21	Chap13 Managing Change and Innovation		
	第十二週	11/28	Chap15 Understanding Groups and Teams		
	第十三週	12/5	Chap16 Motivating Employees & Chap17 Leadership		
	第十四週	12/12	Group Presentation (6 Groups)		
	第十五週	12/19	Group Presentation (6 Groups)		
	第十六週	12/26	Group Presentation (6 Groups)		
	第十七週	1/2	DAY OFF		
	第十八週	1/9	期末考試週		
講授方式	✓ 課堂講授	✓ 分組討論	參觀實習	其他 (_____)	
教學設備	✓ 電腦	✓ 投影機	其他 (_____)		
教材課本	Management(9 th Edition), Stephen P. Robbins & Mary Coulter, Pearson Education(華泰) 2007				
參考書籍					
成績考 核方式	✓ 課堂討論： 30 %	✓ 期中考： 30 %	✓ 期末報告： 30 %		
	✓ 課堂出席： 10 %	其他 (_____):			%
備考	※非法影印是違法的行為。請使用正版教科書，勿非法影印他人著作，以免觸法。				

● Faculty

Wei-Lun Chang, Assistant Professor (Department of Business Administration)

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● Dates

8th September 2008 to 2nd January 2009

Tentative arrangement: Every Friday (time-slot from 6 to 8). The time will be adjusted if public holidays are encountered.

Venue: The class will be conducted at TKU (B119).

● Course Objective

This module aims to offer an entertaining course for management. It provides students a chance to appreciate what are the essentials of the management and how to analyze cases in the text book.

In recent years, innovative types of management have emerged as an important indicator for management field. This course can help us to understand the essentials of the management and action in real-life organizational contexts; it has the potential to produce deep insights into organizational phenomena.

As the interest in managing an innovative business has increased over time, however, many people have raised questions about how an innovative business should be managed and how its quality can be assessed. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the management and evaluation of a business.

This module is designed to achieve four learning objectives:

- Learning management essentials by appreciating and discussing cases.
- Establishing critical thinking routines for managing enterprises.
- Linking theory with real-life examples and understanding how to manage the business.
- Presenting your ideas and elaborating as a concrete report.

● Teaching Modes

This module provides a relaxing learning environment. A Socratic approach is adopted to help students understand the theoretical issues emerging from the management. **Meanwhile, the class will be divided into three time slots: 90 minutes for lecture, 30 minutes for break and discussion, and 60 minutes for group sharing.** The topic for each group is based on “Working Together: team-based exercise” in the end of each chapter.

Two core learning elements are incorporated throughout the module.

1. Appreciation of existing business cases: Each week we will learn how to manage business which is related to the topic.
2. Practicing dialectical thinking: Each week we will use real-life examples to help students acquire critical thinking

and investigation skills.

● Synopsis

The module is designed to cover the following topics:

1. Chap1 Introduction to Management and Organizations
2. Chap2 Management Yesterday and Today
3. Chap3 Organizational Culture and Environment: The Constraints
4. Chap5 Social Responsibility and Managerial Ethics
5. Chap6 Decision Making: The Essence of the Manager's Job
6. Chap7 Foundations of Planning
7. Chap8 Strategic Management
8. Chap12 Human Resource Management
9. Chap13 Managing Change and Innovation
10. Chap15 Understanding Groups and Teams
11. Chap16 Motivating Employees
12. Chap17 Leadership

● Course Assessment

In-class discussion/participation	30%/10%	Attendance record and in-class contribution (discussion and group sharing) are equally important.
Midterm	30%	The midterm exam will test the understanding of the management base on chapters we discussed.
Report for Case Application	30%	A report for a case application will be assessed, which contains the document (no more than 30 pages) and 20 minutes presentation in the last three weeks of the semester (except the week of final exam).

● Reference

Handouts will be disseminated one week before the class.

Selected text book is necessary and the reference books are optimal.