Department of Business Administration & Institute of International Business

H222700
Management
(管理學)

Fall 2012

1. The mission of the College is to serve business and society in the global economy through developing quality and socially responsible professionals and business leaders.

2. The strategic objective of the Department of Business Administration & Institute of International Business is to accumulate professional knowledge from countless sources to cultivate future business leaders with innovative thinking, integrity, and global perspective.

Undergraduate Program Learning Goals (goals covered by this course are indicated):

<table>
<thead>
<tr>
<th></th>
<th>Undergraduate students should be able to communicate effectively verbally and in writing.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Undergraduate students should solve strategic problems with a creative and innovative approach.</td>
</tr>
<tr>
<td></td>
<td>Undergraduate students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
</tr>
<tr>
<td></td>
<td>Undergraduate students should possess a global economic and management perspective.</td>
</tr>
<tr>
<td></td>
<td>Undergraduate students should possess the necessary skills and values demanded of a true professional.</td>
</tr>
</tbody>
</table>

Instructor: Dr. Hsin-Hui Chou
Office Hours: By appointment
Email: hhchou@mail.ncku.edu.tw
Tel: 06-2757575 ext. 53319

Prerequisite:
Be admitted to an Undergraduate program at National Cheng Kung University

Course Description:
The course is designed for undergraduate students and serves as an introduction to the discipline of management. The attention of the course is focused on providing students with the basic knowledge and skills needed for managing others. The course covers the current issues of management and the traditional functions of management: planning, organizing, leading and controlling.

Course Objectives:
Upon the completion of the course, students should be able to identify the principals of managing formal organizations, recognize the various challenges faced by today’s managers and apply managerial concepts, tools and skills to real-world business situations.

Content Summary:
The course will include:
課程介紹
Ch1 管理與組織概論 & 管理影片賞析
Ch2 管理的演進 & 管理影片賞析
Ch3 組織文化與環境的限制 & 管理影片賞析
Ch4 全球環境中的管理 & 管理影片賞析
Ch5 社會責任與管理道德 & 管理影片賞析
Ch6 管理者就是決策者 & 管理影片賞析
Ch7 規劃的基礎 & 管理影片賞析
Ch8 策略管理 & 管理影片賞析
Ch9 組織的結構與設計 & 管理影片賞析
Ch10 人力資源管理 & 管理影片賞析
Ch11 管理團隊 & 管理影片賞析
Ch12 管理變革與創新 & 管理影片賞析
Ch13 瞭解個人行為 & 管理影片賞析
Ch14 管理者與溝通 & 管理影片賞析
Ch15 激勵員工 & 管理影片賞析
Ch16 管理者即領導者 & 管理影片賞析
Ch17 控制的基礎 & 管理影片賞析
Ch18 作業管理 & 管理影片賞析

Textbook and materials:
2. 管理學相關影片(可公開播放)
3. 管理學相關實務文章(選自商業週刊、今周刊、管理雜誌等)

References:
1. 中山大學企業管理學系 (2007), 「管理學：整合觀點與創新思維」，台北：前程文化。
2. 司徒達賢 (2005), 「管理學的新世界」，初版，台北：智勝文化。
3. 李田樹譯 (2003)，瑪格瑞塔(Magretta, Joan)與史東(Stone, Nan)著，「管理是什麼」，初版，台北：天下文化。

Grading Policy:
Participation (particularly in-class interaction) 40%
Presentations (Group-based) 20%
Final exam (individual) 40%

Grading Policy for AACSB Multiple Assessment:

<table>
<thead>
<tr>
<th></th>
<th>Participation 40%</th>
<th>Presentations 20%</th>
<th>Final exam 40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMU</td>
<td>☑ Oral Commu./ Presentation 20%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Written Communication</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>CPSI</td>
<td>☐ Creativity and Innovation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-----------------</td>
<td>------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>LEAD</td>
<td>✅</td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>GLOB</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>VSP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>