

SYLLABUS of MANAGEMENT, Spring 2010

Instructor

Sonia Ming-Shiow Lo, PhD

Textbook

Stephen P. Robbins and Mary Coulter (2007) *Management* 9th ed., Prentice Hall, 華泰書局, ISBN: 013240804X .

Course Objectives

This course introduces a comprehensive understanding of management to students from various study areas. It prepares students with contemporary management concepts and skills, and with these concepts and skills students are expected to manage their study and daily lives more effectively and efficiently. Further, through the study of ethics issues, students are equipped with social responsibility which is essential to today's business management environment.

On completion of this course, students will be able to:

1. Understand the definition of management and establish the fundamental knowledge of management, e.g. organization, culture, and leadership.
2. Describe the current trends and issues facing managers, and provide potential solutions to accommodate these challenges.
3. Identify the dimensions of organizational culture, explain the source of an organization's culture, and describe how culture affects managers.
4. Understand the global environment and identify the challenges of doing business globally in today's world.
5. Define decision and decision-making process, and explain how managers can make effective decisions in today's world.
6. Examine the functions of management: such as planning, organizing, leading, and controlling
7. Realize the role of organizational behavior in management and understand what managers can do to deal with workplace misbehavior.
8. Apply the management theories and skills to practical examples by studying real cases.

Time Commitment

This subject requires three hours class contact or equivalent per week (3 credit points). In addition to the hours of class contact students are expected to devote additional hours during the semester to studying for this subject. This includes time spent in preparing for and completing assessment tasks, together with time spent in general study, revision, and exam preparation.

Class Schedule

The class is tentatively scheduled as below. However, this might be adjusted in accordance with the actual class progress.

Week (of)	Chapter	Topic	Case or Book
1 (02.23)		Course Overview	
2 (03.02)	1, 2	Induction to Management and Organization	
3 (03.09)	3,4	Business Environment and Globalization	Four Seasons Goes to Paris
4 (03.16)	3,5	Organization and Corporate Ethics	On Competition (Ch06&09)
5 (03.23)	6, 8	Strategic Management	On Competition (Ch02&03)
6 (03.30)	7	Planning	Good to Great (Ch02 & 03)
7 (04.06)	9	Organizational Structure and Design	IBM Corporation Turnaround
8 (04.13)		Mid-Term Examination	
9 (04.20)	10	Human Resource Management	Rob Parson at Morgan Stanley
10 (04.27)	11, 14	Communication and IT	Good to Great (Ch06&07)
11 (05.04)	12, 13	Innovation and Behavior	Blue Ocean Strategy (Ch01&02)
12 (05.11)	15, 16	Leading and Motivation	Choosing An Encouraging Method
13 (05.18)	17, 18	Control, Value Chain Management	Bausch & Lomb
14 (05.25)		Final Report (1)	
15 (06.01)		Final Report (2)	
16 (06.08)		Movie and Management	
17 (06.15)		Speech by Guest Speaker	
18 (06.22)		Final Exam (Entire Course)	

Grading Policy

The grading of this subject is composed of five assessment tasks: class participation, mid-term exam, 2 group projects (book/case presentation and project report), and final exam. The due date and value of each task is summarized as below.

Assessment Task	Due Date	Value
Class Participation	Participation, discussion, and interaction with the lecturer in classes	20 %
Mid-term Exam	Class time on Week 8	20 %
Group Projects		40%
Book/Case Introduction	Scheduled during the semester	15 %
Project Report	Week 13	25 %
Final Exam (Entire Course)	Official Examination Period (Week 18)	20 %
		Total 100 %

Group Projects

- Two group projects are scheduled for this subject. Both of them need a face-to-face presentation between the group and other class participants.
- Each group should be composed of 4 people. No individual work is allowed.
- The grading of the presentation will be based on the following criteria:
 1. Content (35%) – appropriate length (app 20-25 mins) and level of detail
 2. Organization (20%)– e.g. opening statement, outline, introduction, motivation, discussion, and conclusion
 3. Question discussion (25%) – (app 10-15 mins)
 4. Language and voice, visuals/slides, and physical behavior (20%)

Project 1: Book/Case Introduction

- In this project, you need to review an assigned management-related book or business case. Based on this book/case, you need to give a presentation.

- In the presentation, you have to introduce the book/case to other class participants, and lead the class for a discussion regarding the material.
- No written report is required for this task. Your performance will be evaluated by the visual material and the interaction with the class participants during the presentation.
- Management books for review:
 - Collins, Jim (2001). *Good to Great*. New York: HarperCollins. ISBN 0066620996. (從 A 到 A+)
 - W. Chan Kim and Renée Mauborgne (2005): *Blue Ocean Strategy*. Boston: Harvard Business School Press. ISBN 1591396190 (藍海策略)
 - Porter, Michael E. (2008), *On Competition*, Harvard Business School Press, ISBN 9781422126967 (競爭論)
- Harvard business cases for review:
 - Four Seasons Goes to Paris
 - IBM Corporation Turnaround
 - Rob Parson at Morgan Stanley (A)
 - Bausch & Lomb
- One local case for review:
 - Choosing An Encouraging Method

Project 2: Management Issues Review of a Real Organization

- In this project, you need to evaluate and explore key management issues of a well-known Taiwanese or Global corporation. Apply analytical theories or frameworks learned from this subject to your project.
- Submit a one-page project proposal in electronic format (Microsoft Word file only) to the eLearning website in Week 7.
- Submit the final report by groups in **both electronic file** (Microsoft Word file only) **and hard copy** (A4 size format, no need for cover sheet) in Week 13.
- Word limit: 5,000~6,000 words in English.
- The presentations will be scheduled in the class time during Week 14 and 15.

- **IMPORTANT NOTICE:** Remember to “quote” any reference information. Projects overusing any reference (including those obtained from the internet) will NOT be accepted and graded.
- **Final Report Topics**
 - Acer Corp.
 - Google Corp.
 - McDonald’s
 - Nike.com

Important Notes and Policies

This class, unless otherwise specifically stated, is to be individual effort. Any student engaged in, or supporting other students engaged in, activities which seek to undermine the integrity of the subject assessment process will receive the penalty according to the school policy at National Chengchi University. These activities include cheating, plagiarism, and collusion.