



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	當代企業管理議題		學年/學期 Academic Year/Semester	112/2
課程名稱(英文) Course Name in English	Topics in Contemporary Business Management			
科目代碼 Course Code	BM_M0180	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/陳雯虹			
先修課程 Prerequisite				
課程描述 Course Description				
<p>This course provides a forum for introducing fundamental management concepts/theories and discussions of topics that contemporary organizations face. During the course, the instructor will introduce fundamental management concepts/theories. Contemporary articles and a real case will be integrated to expose students to topics in contemporary management. Students are encouraged to develop relevant management skills through the course design, such as summarizing and presenting information orally and literally, collaborating with diversified people, and integrating knowledge to analyze contemporary business management issues.</p> <p>This course is an intermediate-level elective course for MBA and PhD students. The course will be conducted in English.</p> <p>What this course is not? - This course is not a thesis development class. Although this course includes a research proposal homework to guide Ph.D. students toward exploration of research interest, we will not discuss or review individual thesis, which students need to work on with their advisor. - This course is not a listening-only class. The course provides ample opportunities for students to present and share their learning, which has been proven to be a better way of learning.</p> <p>Note: Attending the first class is critical for understanding the requirements of the class. Students who are interested in taking the class but cannot attend the first class physically should email the instructor (weinhong@gms.ndhu.edu.tw) to request a permit to access the online class.</p>				
課程目標 Course Objectives				
<p>The objectives of this course include: To introduce and discuss modern management concepts. To expose students to a range of topics in contemporary business management. To develop student's abilities to apply theoretical concepts and analytical framework to real business world issues.</p>				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management			●
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management			●
C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration			●

D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	2/23 Course Introduction (Download the assigned articles after the introduction class.)	Attending the first class is critical for understanding the requirements of the class. Students who are interested in taking the class but cannot attend the first class physically should email the instructor (weinhong@gms.ndhu.edu.tw) to request a permit to access the online class.
2	3/1 Evolution of management thoughts and theories	(Homework) Read article 1: How vigilant companies gain an edge in turbulent times
3	3/8 Topics on management environment: managing turbulent environment	(Homework) Read article 2: Why social responsibility produces more resilient organizations
4	3/15 Topics on management environment: corporate social responsibility and sustainability	(Homework) Read the web reports about the 5-Way House
5	3/22 A field trip: Visit 5-Way House (in Fengtian)	(Homework) Read article 3: Plotting strategy in a dynamic world
6	3/29 Topics on planning: strategic planning in a dynamic world	(Homework) Read article 4: What a crisis teaches us about innovation
7	4/5 National holiday (no class)	
8	4/12 Topics on planning: managing innovation	
9	4/19 Real-case team workshop: brainstorming and teamwork	(Homework) Read Article 5: Winning the digital war for talent
10	4/26 Topics on organizing: managing human resources	(Homework) Read Article 6: 10 Things Your Corporate Culture Needs to Get Right
11	Topics on organizing: organizational culture	

12	5/10 Topics on leading: motivation theories	Upload presentation ppt by 23:00 May 14th (Tue.)
13	5/17 Team real-case presentation	(Homework) Read Article 7 The new leadership playbook for the digital age
14	5/24 Topics on leading: leadership theories	
15	5/31 Final discussion & peer evaluation	
16	6/7 Final Exam (MBA students) Deadline for PhD students to upload a research proposal (23:00 Jun. 7th)	
17	6/14 Guest speech	
18	Flexible	

教學策略 Teaching Strategies

- 課堂講授 Lecture
 分組討論 Group Discussion
 參觀實習 Field Trip
- 其他 Miscellaneous: Real-case workshop

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)
 團體合作學習 (TBL)
 解決導向學習 (SBL)
- 翻轉教室 Flipped Classroom
 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice
 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

評量方式補充說明
Grading & Assessments Supplemental instructions

Course Requirements:

This course requires strong self-motivation in learning and thinking. Before each class, students are required to obtain fundamental management knowledge from the textbook, read assigned articles, and complete the homework on time.

This course is taught in English. Please communicate in English during the whole class time.

Participation (30%):

The format of the class requires each student to take an active role in class. Your attendance is essential to a good collective learning experience. A basic participation score will be assigned for attendance in every class.

If you need to ask for leave, please complete online leave procedures. Consult the BA department assistant (Arie Chiu: ariechiu@gms.ndhu.edu.tw) regarding how to complete the online leave procedures.

If you do not complete the online leave procedures, the absence will be recorded as “absent from school for no reason”. The participation score will be significantly affected.

Grading for participation will be decided based on the attendance rate as well as in-class participation quantity and quality. Bonus scores will be given based on in-class participation quality and quantity.

Assignment (25%):

Individual assignment

Students must complete the reading insight note (homework related to the assigned articles) and submit the insight note in the subsequent week.

Team discussion exercise

Students will be arranged into teams based on the principle of diversity.

Team exercise will be designed to help students internalize learning.

Team Real-case Presentation (15%)

This course will provide an opportunity for students to visit a distinctive social enterprise (5-Way House).

After the field trip, a real-case workshop will be initiated for students to brainstorm and design new business for 5-Way House (integrating topics in strategic planning, managing innovation, managing human resources). A team real-case presentation will be conducted on

Instructions for the team real-case presentation will be provided in class.

Scoring criteria of the team real-case Presentation (including slide contents and the notes): “completeness”, “clarity”, “depth of analysis”, “richness of data collected”, and “logics”.

Final Exam (for MBA students) (25%):

Format of the final exam will be announced in class.

There will be no score for not showing up during the final exam. No excuses.

Peer Evaluation (5%):

Peer evaluation will be conducted in the week of final discussion.

Behaviorally anchored rating scales will be used.

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Robbins, S. P., Coulter, M., & De Cenzo, D. A. (2020) Fundamentals of Management (11th Ed.) United Kingdom: Pearson Education Limited. (For those who do not have a management textbook, please use this book as the textbook.)

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明 (Supplemental instructions)

Instructor:

Dr. Wein-Hong Chen, Associate Professor, Department of Business Administration
Office hours: 14:00-16:00 on Fridays (Please do make an appointment in advance.)
Office: Management Building B412
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Teaching Assistant:

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