

National Dong Hwa University
2025 Spring Semester
Introduction to Management
(MSF_10030/ BM_2020AF/ ACIM10080/DMSI10060)

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I. Course description and Objective

1. Course description:

This course serves as an introduction to the discipline of management. It is designed to integrate the accepted theories in the area with real world applications to provide students with the basic knowledge and skills needed for managing others. This course begins with a discussion of the current issues in management and then proceeds to cover the traditional functions of management: planning, organizing, leading, and controlling. Lecture and class assignments given in the course are intended to help students understand the needs of modern public and private organizations, including emerging national and international trends.

2. Course objective:

- 1) The objective of the course is for students to develop a basic understanding of critical concepts and theories of management. This course addresses contemporary management challenges an organization faces in a dynamic and complex environment. It focuses on critical management issues involved in planning, organizing, controlling and leading of an organization. The course will help students learn important tools and skills in management and prepares them to be effective managers.
- 2) This course covers important fundamental topics of management, and is chosen to evaluate undergraduate students for the following learning goals and learning objectives:

LG 3: Global view

4.1 Understand the impact of globalization on the markets

4.2 Equipped with the sensitivity of cross-cultural management

II. Teaching and Learning Strategy

- Lectures
- In class mini-case discussion: might assign reading or mini-case of related class topic for in class discussion
- Case analysis
- Oral Presentations
- Others: might arrange class activities for different topics accordingly

III. Course Schedule (subject to change):

Week/ Date	Topic	Note/ Task (Case or Reading)
W1/ 02.18	Class introduction	
Part One. Introduction to Management		
W2/ 02.25	Topic 1 (Ch 1). Managers and you in the workplace	<i>*Task presentation team assigned: 12 teams (each team needs to have at least one international student)</i>
W3/ 03.04	Topic 2 (Ch 2). Decision making (1/2)	
W4/ 03.11	Topic 2 (Ch 2). Decision making (2/2)/ Topic 3 (Ch 4). Global management (1/2)	
Part Two. Basics of Managing in Today's Workplace		
W5/ 03.18	Topic 3 (Ch 4). Global management (2/2)	Task 1 team presentation
W6/ 03.25	Topic 4 (Ch 6). Managing social responsibility and ethics	Task 2 team presentation
Part Three. Planning		
W7/ 04.01	Topic 5 (Ch 8). Foundation of planning	Task 3 team presentation
W8/ 04.08	<i>Mid-term exam</i>	
W9/ 04.15	Topic 6 (Ch 9). Managing strategy	Task 4 team presentation

Part Four. Organizing		
W10/ 04.22	Topic 7 (Ch 11). Designing organizational structure	Task 5 team presentation
W11 / 04.29	Topic 8 (Ch 12). Managing human resources	Task 6 team presentation
W12/ 05.06	Topic 9 (Ch 13). Managing groups and teams	Task 7 team presentation
Part Five. Leading and Controlling		
W13/ 05.13	Topic 10 (Ch 14). Managing communication	Task 8 team presentation
W14/ 05.20	Topic 11 (Ch 16). Motivating employees	Task 9 team presentation
W15/ 05.27	Topic 12 (Ch 17). Being an effective leader	Task 10: team presentation
W16/ 06.03	Topic 13 (Ch 18). Monitoring and Controlling	Task 11: team presentation Task 12: team presentation
W17/ 06.10	<i>Final exam</i>	
W18/ 06.17	Flexibly supplemental teaching week	TBA

IV. Grading policy

	Item	Points	Description
Individual-based	Class participation (Individual-based)	25	1. Class attendance (10 points) 2. Class participation (15 points)
	Exam*2	55	Mid-term: 25 points; Final: 30 points
Team-based	Task presentation	20	
	Total points	100	

V. Textbook

Management, S.P. Robbins & M. Coulter, 15th Edition, 2021, Pearson Education (華泰文化代理)

VI. Supplemental instructions

School Mission, Intended Learning Goals and Learning Objectives:

AACSB information: School Mission, Learning Goals, and Learning Objectives

(1) School Mission

The College of Management (COM) emphasizes internationalization, education and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and are able to integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future.

Students can achieve the five learning goals derived from the school mission, including LG1- integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics.

This course covers important fundamental topics of management, and is chosen to evaluate undergraduate students for the following learning goals and learning objectives:

Learning Goals (LGs)	Learning Objectives (LOs)
4. Global view	4.1 Understand the impact of globalization on the markets
	4.2 Equipped with the sensitivity of cross-cultural management

Assessment methods for intended LGs and LOs:

The evaluation of learning effectiveness of the course on Global view includes two parts, the mid-term exam and the case analysis assignment. Each part accounts for 50%.

The mid-term exam includes questions, which are developed and aligned by all instructors of the course, to assess students' abilities in applying fundamental management concepts to the global context. The course also incorporates a case analysis assignment on a selected HBR case. The HBR case selected are aligned by all instructors of the course. The HBR case selected reveals a real case that involves the impact of globalization, evaluation of international environments, and cross-cultural management.

Rubrics for the Mid-term Exam and the Case Analysis Assignment:

The following rubrics will be used to evaluate students' learning related the intended learning objectives of AOL:

	Needs Improvement	Satisfactory	Exemplary
LO 4.1 Understand the impact of globalization on the markets	<i>Little evidence in understanding</i> the impacts of globalization on relevant markets.	<i>Notice and address some</i> of the impacts of globalization on relevant markets.	Show <i>integrated understanding</i> and <i>well address</i> the relevant impacts of globalization on relevant markets.

LO 4.2 Equipped with the sensitivity of cross-cultural management	Provide <i>no or little analysis</i> of cultural impact of multinational management issues.	Provide <i>clear analysis</i> of cultural impact of multinational management issues.	Provide <i>accurate and detailed analysis</i> of cultural impact of multinational management issues.
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