

《管理案例专题实训》 Syllabus

Course Chinese Title: 管理案例专题实训 Business Management Case Study and Workshop 0810051	Course Category: Compulsory
Total Hours/ Hours Per Week/ Credit(s): 4/4/1	Practical Hours: 2
Prerequisites: Fundamental Business Management related course that will be helpful.	
Follow-up course: Business Management	
Time: Week 15	Classroom: Guancheng Campus (to be informed)
Class: 2022 金融管理产学国际班 1 班	
College: School of Economics and Management	
Instructor Name/ Academic Title: Austin Xiang Fang/Lecturer	
Office Hour: Thursday (if available) at Room B2302, Guancheng Campus/ Online: WeChat Class Group	
Course Assessment Method: Open book test () Close book test () Report (✓) Other (✓)	
Required Textbook: None	
Supplementary Materials: None	
<p>Course Description:</p> <p>The course is intended to:</p> <ul style="list-style-type: none"> • Develop students' business management comprehension, acumen and practical skills. • Facilitate students to strengthen their management skillset at the corporate level. <p>We encourage all students to endeavor to get the most of out of this course – the more students put into their learning/training/practicing, the more they will get out it.</p>	

Course Learning Objectives and its supporting on the requirement for graduation:							
Course Learning Objectives				Measurements on Requirement for Graduation		Requirement for Graduation	
CO1: Students should be able to take consideration of the relevant business management principles, policies, regulations, and the usage of business norm and ethical knowledge in the working areas and be aware of how the social responsibility would impact the business and the society.				1.3		1	
CO2: Students should be able to improve their practical knowledge and hands-on ability in collecting, analyzing the business data for sharpening their business management skillset.				3.1		3	
CO3: Students should develop and possess strong critical thinking and problem identifying ability to tackle key management matters and offer appropriate solutions to practical issues at corporate level.				5.1		5	
Lecturing and Practice Plan							
Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Ethical and political learning)	Instructional Mode	Activities	Assignment

Week 15	Business management case study and application	Xiang FANG	2	<ul style="list-style-type: none"> Business Project management introduction and case study. Introduction to a project management tool: Gantt chart <p>Key Points: Management skillset and theories</p> <p>Difficulties: Gantt chart application</p> <p>Ethical and Political Learnings:</p> <p>By introducing the importance of ethical conduct and wisdom of business management, lecturer inspires students to discuss and ponder the ethical and practical issues of appropriately and legitimately developing professional ethics and vision for managing corporate business.</p>	Offline	Lecture Q&A Group Discussion	Supplementary Reading & report
Total:			2				
Grading							
Item	Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)		Percentage (%)		
			Group Discussion	Practical Task			
1	CO1	1.3	20	15	35		
2	CO2	3.1	20	10	30		
3	CO3	5.1	15	20	35		

Total	55	45	100
Note: Grading criteria & rubrics are shown in the Appendix			
Syllabus Submission Date: 2023.08.20			
School Reviewal: Agree			
<p>Signature: </p> <p>Date: 2023.8.27</p>			

Appendix: Grading Criteria Rubrics

Discussion Grading Criteria

Course Learning Objective	Grading Criteria				Percentage (%)
	90-100	80-89	60-79	0-59	
CO1	Opinion shows strong understanding of the topic-related theoretical knowledge	Opinion shows clear understanding of the topic-related theoretical knowledge	Opinion shows adequate understanding of the topic-related theoretical knowledge	Opinion shows little understanding of the topic-related theoretical knowledge	20
CO2	Opinion fully addresses the topic-related problems, issues, or questions.	Opinion clearly addresses the topic-related problems, issues, or questions.	Opinion adequately addresses the topic-related problems, issues, or questions.	Opinion merely addresses the topic-related problems, issues, or questions.	20
CO3	Opinion shows comprehensive analysis of the internal and external factors of the topic.	Opinion shows clear analysis of the internal and external factors of the topic.	Opinion shows adequate analysis of the internal and external factors of the topic.	Opinion shows little analysis of the internal and external factors of the topic.	20

Practical Task Grading Criteria

Course Learning Objective	Grading Criteria				Percentage (%)
	90-100	80-89	60-79	0-59	
CO1:	Student fully understands and has applied concepts learned in the course.	Student, for the most part, understands and has applied concepts learned in the course.	Student shows adequate understanding of the topic-related theoretical knowledge.	Student shows broken and little understanding of the topic-related theoretical knowledge.	15

CO2	Student fully addresses the topic-related problems, issues, or questions.	Student clearly addresses the topic-related problems, issues, or questions.	Student adequately addresses the topic-related problems, issues, or questions.	Student merely addresses the topic-related problems, issues, or questions.	10
CO3	Student shows comprehensively critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows clearly critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows adequately critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows no critical thinking along with practical ideas or suggestions on the topic-related questions.	15