《Principles of Management》教学大纲

Course Chinese Title：管理学原理	**Course Category (Compulsory/ Elective)**：Compulsory
Course English Title： Principles of Management	
Total Hours/ Hours Per Week/ Credit(s)：48/3/3	**Lab Practice/ Practical Hours**：None
Prerequisites：None	
Follow-up course: Marketing, Enterprise Strategic Management, Operation Management, etc	
Time：14:30-17:05, Friday (week1-16)	
Class：2023 Business Administration Program Class 1-2	**Classroom**：5207, Guancheng Campus
College：School of Economics and Management	
Instructor Name/ Academic Title：Yining Song /Lecturer	
Office Hour: Wednesday; at Room 2309, Guancheng Campus	
Course Assessment Method：Open book test **( )** Close book test **(√)** Report **( )** Other **( )**	
Required Textbook：管理学编写组.《管理学》（马克思主义理论研究和建设工程重点教材）[M]. 北京：高等教育出版社，2019 年第一版. **Supplementary Materials**：斯蒂芬. P. 罗宾斯（Stephen P. Robbins）, 玛丽. 库尔特（Mary Coulter）. 管理学（Management）[M]. 北京：清华大学出版社，2021 年 1 月第一版.	

Course Description：

   Management is a science that studies the general laws of management activities. Management activities are always carried out in a certain context, and context changes will inevitably bring about changes of management content, activity focus and organizational form. Therefore, the management theory that studies the general laws of management activities will inevitably develop with the change of the background of the times. The extensive application and development of the Internet are the main features of the current era. With the advent of the Internet era, as the general object of management research, the business activities and management of enterprises are undergoing profound changes.

   Management is a comprehensive interdisciplinary subject, which systematically studies the basic laws and general methods of management

activities. Management comes into being to meet the needs of modern socialized mass production. Its main purpose is to study how to improve the level of productivity through reasonable organization and allocation of human, financial, material, and other factors under the existing conditions. According to the logical sequence of management activities, this course describes the four functions of management, such as planning, organizing, leading, and controlling.

Course Learning Objectives and its supporting on the requirement for graduation:

Course Learning Objectives	Course Learning Objectives	Course Learning Objectives
CO1: Students shall have a sense of innovation, have the willpower to challenge themselves, to endure setbacks and to persevere, have the professional ethics of abiding by the law, being honest and trustworthy, and being good at cooperation, as well as the sense of social responsibility of creating value, serving the country and the people.	1.3 Students shall be able to consider the impact of one's actions on others and society, identify and clarify ethical and social responsibility issues in business activities	1. Students should have correct ideals and beliefs, a sense of social responsibility and mission, good morals, and a healthy body and mind
CO2: Students shall understand and master the basic principles and theories of management.	2.2 Students shall have basic theoretical knowledge and accomplishment of business management discipline.	2. Students can systematically master the required knowledge of business administration.
CO3: Students shall master comprehensive management ability, including decision-making ability, planning ability, organizing ability, leading ability, controlling ability and master the ability to analyze cases and solve practical problems with the management theories learned.	5.1 Students shall have strong thinking ability, be able to identify problems, extract key points and propose appropriate solutions.	5. Students have a sense of innovation and the ability to apply innovation to solve multiple business problems
CO4: Students shall have the awareness of management as managers and their awareness of accepting management as	6.1 Students shall be familiar with international economic operation	6. Students have a global vision and localization spirit.

the managed; Students shall deeply study and implement the socialist education thought with Chinese characteristics for a new era, emphasize value guidance in knowledge teaching, integrate socialist core values and excellent traditional Chinese culture education into the curriculum content, and cultivate the patriotism and sense of social responsibility.	practices and rules and understand the complex global business environment.	

理论教学进程表

Lecturing Plan

Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、Ethical and political learning）	Instructional Mode（Blended/Offline）	Activities	Assignment	Supported Measurements
1	Concept of Management	Song Yining	3	**Content:** Concepts of management, organization and enterprise **Key Points:** Hierarchy of managers and non-managers, skills of managers, The role of managers **Difficulties:** Management	Blended	Classroom teaching, video examples, teacher-student interaction	**Class Assignment:** Read the characters parts in the papers "Skills of an Effective Administrator" "The Nature of	CO2

				functions, Organizational characteristics **Sustainable Development Goals:** Management involves ensuring the work activities are accomplished efficiently and effectively. Efficiency refers to getting the most output from the least amount of inputs or resources. Managers deal with scarce resources, such as people, money, and equipment, and want to use those resources efficiently. The organizations' production depends on the utilization of natural environment and resources. They should change its current utilization mode to reduce the continuous destructive impact on the earth, and then achieve responsible consumption and production.			Managerial Work".	

2	Management History Module	Song Yining	3	**Content:** Management thought in ancient China and the West and Taylor's Scientific Management theory **Key points:** Main contents of Scientific Management **Difficulties:** Evaluation of Scientific Management	Offline	Classroom teaching and group discussion	**Class Assignment:** Watch the movie "Modern Times" and discuss the evaluation of Taylor's Scientific Management.	CO1
3	Management History Module	Song Yining	3	**Content:** Fayol's General Management theory, Weber's Bureaucratic Management theory, Behavioral Science Management theory **Key Points:** 14 management principles, ideal administrative organization system **Difficulties:** the interpersonal theory of Mayo-Hawthorne experiment **Ethical and Political Learning:** the socialist road with Chinese characteristics perfectly reflects	Blended	Classroom teaching, video examples, teacher-student interaction	**Ethical and Political Assignment:** Watch the video of "Face to face Chinese System - Past and Present of Chinese System" on Ulearning.cn, and think about how to contribute to building socialism with Chinese	CO4

				the pioneering spirit of one of the 14 management principles proposed by Fayol.			characteristics as a student.	
4	Making Decisions	Song Yining	2	**Content:** Concept and characteristics of decision-making **Key Points:** Influencing factors of decision-making **Difficulties:** Types of decision	Offline	Classroom teaching, case description, teacher-student interaction		CO2
4-5	Making Decisions	Song Yining	1+2	**Content:** Collective decision-making method, business unit portfolio analysis method, deterministic decision-making **Key Points:** BCG Matrix **Difficulties:** Cost volume profit analysis method	Blended	Classroom teaching and group discussion		CO3
5-6	Making Decisions	Song Yining	1+3	**Content:** Uncertain decision-making and risk decision-making **Key Points:** The principle of taking large from large, taking	Blended	Classroom teaching and group discussion	**Ability Training Assignment:** Complete the assignment of volume cost profit	CO3

7				large from small and equal probability **Difficulties:** Maximum and minimum regret value method, decision tree method			analysis method, uncertain decision-making method and risk decision-making method.	
7	Managing the External Environment and the Organization's Culture	Song Yining	3	**Content:** Environmental classification, decision-making theory **Key points:** Environmental analysis **Difficulties:** PEST, Porter's Five Forces Model and SWOT **Sustainable Development Goals:** Companies can take sustainable cities and communities as the enterprise goal and maintain sustainability cultures. For example, many companies' "Social Responsibility Day", during which time the business closes	Offline	Classroom teaching, video examples, group discussion, teacher-student interaction		CO3

				for employees to engage in a day of community service.			
8	Planning Work Activities	Song Yining	3	**Content:** Concept and types of plan, process and method of promoting plan, tracking and adjustment of decision **Key points:** Plan preparation process, target management **Difficulties:** Planning methods, PDCA **Ethical and Political Learning:** To explore the relationship between national destiny and life planning and cultivate students' family and country feelings.	Offline	Classroom teaching and group discussion	**Ethical and Political Assignment:** Use four planning methods to plan study and life in the first semester of college.	CO1
9-10	Mid-term	Song Yining	6	Mid-term report presentation	Offline	Report presentation and group discussion	**Ability Training Assignment:** The team used PEST, Porter's Five Forces Model and SWOT to analyze the	CO1

							business environment of the selected enterprise or brand.	
11	Designing Organizational Structure	Song Yining	3	**Content:** Tasks and principles of organization design **Key points:** Influencing factors of organizational design, comparison of advantages and disadvantages of five organizational structures **Difficulties:** Understanding of five organizational structure forms, and the evolution trend of organizational structure	Blended	Classroom teaching, video examples, group discussion		CO2
12-13	Understanding and Managing, Motivating Employees	Song Yining	3+1	**Content:** Connotation and characteristics of leadership **Key points:** Leader, follower, and scenario **Difficulties:** Comparison between managers and leaders,	Offline	Classroom teaching and group discussion	**Ethical and Political Assignment:** Read about the experience of a Chinese leader.	CO4

				source of leadership power **Ethical and Political Learning:** Explore the qualities that Chinese leaders should have - both ability and political integrity, understand the historical contributions of great Chinese people, and cultivate patriotism.				
13-14	Motivating Employees, Being an Effective Leader	Song Yining	2+3	**Content:** Motivation **Key points:** Incentive methods **Difficulties:** Behavior based theory (Hierarchy of needs theory, Dual factor theory, Achievement needs theory), process incentive theory (Equity theory, Expectation theory, Goal setting theory), behavior reinforcement theory (Reinforcement theory) **Sustainable Development Goals:** Research evidence indicates that a "good" leader is	Offline	Classroom teaching and group discussion	**Ability Training Assignment:** Discuss the application of Maslow's hierarchy of needs theory in daily life.	CO2

				still perceived as predominantly masculine. But the reality is that women tend to a broader, more effective range of leadership styles to motivate and engage people. Another study found that women were more likely to foster genuine collaboration. Organizations should hire and promote more female managers to achieve the goal of gender equality.				
15	Monitoring and Controlling	Song Yining	3	**Content:** Concept and types of control, control method and technology **Key points:** Control process and quality control method **Difficulties:** Analysis and correction, Total Quality Management, Six Sigma Management method	Offline	Classroom teaching and group discussion	**Ability Training Assignment:** Use the knowledge learned to analyze the control measures in the COVID-19 epidemic.	CO3
16	Review	Song	3	**Content:** Overview,	Blended	Classroom	**Class**	CO4

| | | | Yining | | decision-making, organization, leadership, and control

Key points: Hierarchy of managers and non managers, skills of managers; Management thought and management theory; Leadership theory

Difficulties: Decision-making method, environmental analysis, organizational structure, source of leadership power, and total quality management | | teaching, video examples, teacher-student interaction | **Assignment:**

Self-review and complete the questionnaire on the goal achievement of this course, so as to provide suggestions for subsequent improvement. | |
| Total： | | 48 | | | | | | |

课程考核

Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)				
		Participation	Assignments	Midterm Report	Final Exam	
CO1	1.3	10	0	0	0	10
CO2	2.2	0	0	10	30	40
CO3	5.1	0	0	10	30	40

CO4	6.1	0	10	0	0	10
Total		10	10	20	60	100

Note:

(1) According to examination regulations of DGUT, students who have missed 3 classes (or 6 hours) are not allowed to take the final examination of the course.

(2) Homework is assessed according to the design of problem sets; for other assessment, refers to the rubrics in Appendix below.

Syllabus Submission Date：**2024.2.28**
School Reviewal: Agree   Signature： Data：2024.3.2

Appendix：Grading Criteria Rubrics

Grading Criteria of Class Assignment and Ethical and Political Assignment

Course Learning Objective	Grading Criteria			
	A (100)	B (80)	C (60)	D (0)
Compliance of the number of articles or words	The quantity meets or exceeds the requirements.	The quantity is less than 20% than the required.	The quantity is less than 21% - 30% than the required.	The quantity is less than 31% or more than the required.

20%				
Correctness of the solution to the problem 40%	Correct thinking and accurate calculations.	Fairly correct thinking and calculations with few mistakes.	Basically correct thinking and calculations with some mistakes.	Incorrect thinking and calculations with many mistakes.
Attitude of assignment completion 20%	Finish on time, write neatly and clearly, follow the specification.	Finish on time, write clearly, fairly follow the specification.	Finish on time, partly follow the specification.	Assignment not submitted or out of date.

Grading Criteria of Ability training assignment

Course Learning Objective	Grading Criteria			
	A (100)	*B (80)*	*C (60)*	*D (0)*
Level of basic concept mastery 40%	Clear concept and correct answers.	Fairly clear concept and answers with few mistakes.	Basically clear concept and answers with some mistakes.	Unclear concept and answers with many mistakes or act of plagiarize.
Correctness of the solution to the problem 40%	Correct thinking and accurate calculations.	Fairly correct thinking and calculations with few mistakes.	Basically correct thinking and calculations with some mistakes.	Incorrect thinking and calculations with many mistakes.
Attitude of assignment completion 20%	Finish on time, write neatly and clearly, follow the specification.	Finish on time, write clearly, fairly follow the specification.	Finish on time, partly follow the specification.	Assignment not submitted or out of date.

Grading Criteria of Mid-term Report

Course Learning Objective	Grading Criteria			
	A (100)	*B (80)*	*C (60)*	*D (0)*
Relevance among topic, content, and course 40%	The topic and content of the report are closely related to the course or major, and the case is selected from formal and influential enterprise or brand.	The topic and content of the report are relatively relevant to the course or major, and the case is selected from formal enterprise or brand.	The topic and content of the report are of low relevance to the course or major, and the case is unknown enterprise or brand.	The topic and content of the report are not related to the course or major, and the case source is unknown, or the enterprise and brand is fictitious.
Accuracy and professionalism of report analysis 40%	The report analyzed more accurately; the method content is more detailed. The report shall be neater in layout, more uniform in font and more standard in symbol application.	The report analyzed accurately; the method content is detailed. The report shall be neat in layout, uniform in font and standard in symbol application.	The report analyzed less accurately; the method content is less detailed. The report shall be less neat in layout, less uniform in font and less standard in symbol application.	The report did not analyze accurately; the method content is not detailed. The report shall not be neat in layout, uniform in font and standard in symbol application.
Presentation 20%	The roadshow is more clear, more concise, more focused, and more attractive.	The roadshow is clear, concise, focused, and attractive.	The roadshow is less clear, less concise, less focused, and less attractive.	The roadshow is not clear, concise, focused, and attractive.