

Principles of Management Course Syllabus

Course Title in Chinese : 《管理学原理》		Course Category (Compulsory/ Elective) : Compulsory
Total Hours/ Hours Per Week/ Credit(s) : 48/ 4/ 3		Lab Practice/ Practical Hours : 0
Prerequisites: None		
Follow-up course: None		
Time: 08:30-10:10, Monday; 10:25-12:00, Wednesday		Classroom: 3203, Guancheng Campus
Class: 2023 International Trade Industry-University International Program		
School: School of Economics and Management		
Instructor Name/ Academic Title: Luo Hengshan/ Lecturer		
Office Hour: 14:00-17:00, Tuesday and Thursday, Room 2310, 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.		
Supplementary Materials: Robbins, S.P. Management (14th Edition) [M]. Beijing: Tsinghua University Press., 2021.		
Course Description: It is to introduce students to four functions of management: planning, organizing, leading and controlling for establishing and accomplishing business objectives. Changes in management practice, social responsibility, business ethics, etc. will also be examined.		
Course Learning Objectives and its supporting on the requirement for graduation:		
Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation
CLO1: To learn business basics and to increase the awareness of effectiveness and efficiency.	LO 1.2 Students shall have basic theoretical knowledge and professionalism required by major aspects of Applied Economics.	(CG1) Students shall master the knowledge required by Applied Economics systemically.
CLO2: To apply managerial skills to daily life and to describe and analyze Chinese businesses with attention to global events.	LO 2.3 Students shall be familiar with using existing analysis tools to solve the problems in positive economics and management practice.	(CG2) Students shall be able to analyze problems with using quantitative and information technology (IT) tools.
CLO3: To be responsible for the country, for the society.	LO 4.4 Students shall be able to apply business knowledge to support corporate social responsibility practice.	(CG4) Students shall observe the basic moral principles and provide the humanistic cares.

Lecturing Plan								
Week	Topic	Instructor	Hours	Contents (Key point、Difficulty、Ideological and Political Learning)	Instructional Mode	Activities	Assignment	Supported Measurements
1	Introduction	Luo H.S.	2	Focus: Management functions Difficulty: Definition of management	Offline	Lecture Discussion	Read <i>The Three Skills of an Effective Administrator</i>	CLO1
1	Management History 1	Luo H.S.	2	Focus: Scientific management Difficulty: Application of SM Ideological and Political Learning1: Providing Chinese examples of management to nurture the sense of proud and love of China	Offline	Lecture Discussion	Read Chinese examples of management	CLO1, CLO3
5	Management History 2	Luo H.S.	2	Focus: General Administrative Difficulty: Ideal Bureaucracy	Offline	Lecture Discussion	Compare life and theories of Taylor and Fayol	CLO1
5	Management History 3	Luo H.S.	2	Focus: Hawthorne Studies Difficulty: Behavior approach	Offline	Lecture Discussion	Preview	CLO1
6	Decision Making 1	Luo H.S.	2	Focus: Decision process Difficulty: Decision approaches	Offline	Lecture Discussion	Apply theories to analyze while choosing university	CLO1, CLO2
6	Decision Making 2	Luo H.S.	2	Focus: Decision conditions Difficulty: Minimax choice	Offline	Lecture Discussion	Exercise: Quantitative methods	CLO1
7	Decision Making 3	Luo H.S.	2	Focus: Decision biases Difficulty: Decision biases	Offline	Lecture Discussion	Exercise: Quantitative methods	CLO1
7	Planning 1	Luo H.S.	2	Focus: Goals vs. plans Difficulty: MBO	Offline	Lecture Discussion	Setting goals in the coming 4 years	CLO1, CLO2, CLO3

				Ideological and Political Learning2: Setting goals: to learn to serve China, to link life with China				
8	Planning 2	Luo H.S.	2	Focus: Scheduling Difficulty: PERT	Offline	Lecture Discussion	Exercise: PERT	CLO1
8	Planning 3	Luo H.S.	2	Focus: Breakeven analysis Difficulty: Breakeven analysis	Offline	Lecture Discussion	Exercise: Breakeven analysis	CLO1
9	Planning 4 : Exercise	Luo H.S.	2	Focus: Planning tools Difficulty: Planning tools	Offline	Lecture Discussion	Exercise: Planning tools	CLO1
9	Strategy 1	Luo H.S.	2	Focus: PEST, 5 Forces Difficulty: PEST Ideological and Political Learning3: Discussing state policies to adapt personal goals with national needs	Offline	Lecture Discussion	Read state, provincial, local policies	CLO1, CLO2, CLO3
10	Strategy 2	Luo H.S.	2	Focus: Competitive strategies Difficulty: Corporate strategies	Offline	Lecture Discussion	Analyze individual core competence	CLO1, CLO2
10	Midterm exam	Luo H.S.	2	Midterm exam	Offline	Lecture Discussion	Review and preview	
11	Organizational Design (OD) 1	Luo H.S.	2	Focus: Key element 1-3 in OD Difficulty: Departmentalization	Offline	Lecture Discussion	Analyze Three Departments and Six Ministries system	CLO1
11	Organizational Design (OD) 2	Luo H.S.	2	Focus: Key element 4-6 in OD Difficulty: Authority vs. responsibility	Offline	Lecture Discussion	Preview Contemporary OD	CLO1, CLO2, CLO3

12	Organizational Design (OD) 3	Luo H.S.	2	Focus: Contemporary OD Difficulty: Project management	Offline	Lecture Discussion	Compare traditional and contemporary OD	CLO1, CLO3
12	Motivation 1	Luo H.S.	2	Focus: Early theories 1 Difficulty: Hierarchy of needs	Offline	Lecture Discussion	Apply Hierarchy of Needs theory to analyze daily life	CLO1, CLO2, CLO3
13	Motivation 2	Luo H.S.	2	Focus: Early theories 2 Difficulty: Two-factor theory	Offline	Lecture Discussion	Apply Two-factor theory to analyze daily life	CLO1, CLO2, CLO3
13	Motivation 3	Luo H.S.	2	Focus: Contemporary theories Difficulty: Equity theory	Offline	Lecture Discussion	Understand means of equity	CLO1, CLO2, CLO3
14	Leading 1	Luo H.S.	2	Focus: Early theories Difficulty: Leadership styles	Offline	Lecture Discussion	Read 2 cases of power abuse	CLO1, CLO2, CLO3
14	Leading 2	Luo H.S.	2	Focus: Contemporary theories Difficulty: The Fiedler Model	Offline	Lecture Discussion	Read life of one leader in China	CLO1, CLO2, CLO3
15	Controlling	Luo H.S.	2	Focus: Process Difficulty: Tools	Offline	Lecture Discussion	Review the whole book	CLO1, CLO2, CLO3
15	Review	Luo H.S.	2	Review	Offline	Lecture Discussion	Be prepared for the final exam	
Total			48					
Grading								
Item	Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)			Percentage (%)		
			Attendance and participation	Assignment	Final exam			
1	CLO1	2.2	0	10	20	30		
2	CLO2	3.3	0	20	30	50		

3	CLO3	1.2	10	10	0	20
Total			10	40	50	100
Note: 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) For assessment of assignment and final exam, please refer to the appendix below.						
Syllabus Submission Date: August 18, 2022						
School Reviewal: Agree <div style="text-align: right;"> Signature: 陈海东 Date: 2023.8.28 </div>						

Appendix: Grading Criteria Rubrics

Course Learning Objective	Attendance and Participation Grading Criteria			
	100	80	60	0
CLO3: To be responsible for the country, for the society.	No absence. Participates in discussion 5 times at least.	1 absence. Participates in discussion 4 times at least.	2 absences. Participates in discussion 3 times at least.	3 or more than 3 absences. Participates in discussion less than 3 times.

Course Learning Objective	Assignment Criteria			
	100	80	60	0
CLO1: To learn management basics and to increase the awareness of effectiveness	Shows a full understanding of four functions of management: planning, organizing, leading	Shows a good understanding of four functions of management: planning, organizing, leading	Shows a fair understanding of four functions of management: planning, organizing, leading	Shows no understanding of four functions of management: planning, organizing, leading and controlling

and efficiency.	and controlling and changes in practice.	and controlling and changes in practice.	and controlling and changes in practice.	and changes in practice.
CLO2: To apply managerial skills to daily life and to describe and analyze Chinese businesses with attention to global events.	Accurately apply basics to analyze issues raised.	Basically apply basics to analyze issues raised.	Limitedly apply basics to analyze issues raised.	Hardly apply basics to analyze issues raised.
CLO3: To be responsible for the country, for the society.	Hand in assignment on time all the time. No plagiarism.	Hand in assignment on time for 6 times. No plagiarism.	Hand in assignment on time for 6 times. No plagiarism.	Plagiarism exits.

Course Learning Objective	Final Exam Criteria			
	<i>100</i>	<i>80</i>	<i>60</i>	<i>0</i>
CLO1: To learn management basics and to increase the awareness of effectiveness and efficiency.	Shows a full understanding of theoretical knowledge in the final exam.	Shows a good understanding of theoretical knowledge in the final exam.	Shows a fair understanding of theoretical knowledge in the final exam.	Shows no understanding of theoretical knowledge in the final exam.
CLO2: To apply managerial skills to daily life and to describe and analyze Chinese businesses with attention to global events.	Accurately apply basics to analyze issues raised in the final exam.	Basically apply basics to analyze issues raised in the final exam.	Limitedly apply basics to analyze issues raised in the final exam.	Hardly apply basics to analyze issues raised in the final exam.