

DONGGUAN UNIVERSITY OF TECHNOLOGY

School of Economics and Management

Course Syllabus

2019 Autumn

Course Information

Course Code	083162
Course Title	Principles of Management
Instructor	Zheng Ning
Class	2019 Economics and Finance (Financial Management Industry-University International Program)
Course Category	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Credit(s)	3
Total Hours	48
Hours Per Week	4 hours, 12weeks
Practical Hours	0
Lab Practice Hours	0
Classroom	5204, GuanCheng Campus;
Time	Monday, 8:30-10:10; Wednesday, 8:30-10:10
Office Hour	Monday 10:25-12:00 at 3313 Guancheng Campus; by appointment
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 (12th Edition)[M]. Beijing: Tsinghua University Press., 2018.
Prerequisites	None
Course website	

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 (LOs)

After completing the course learning, the student will be able to:

- LO1:To learn management basics.
- LO2:To increase the awareness of effectiveness and efficiency.
- LO3:To apply managerial skills to daily life and career planning.
- LO4:To describe and analyze Chinese businesses with attention to global events.
- LO5:To acquire and demonstrate critical thinking skill in business.

Assessment and Grading

Assignments	Percent of Final Grade
Attendance	10%
Assignment	40%
Final exam	50%
Total	100%

Policies

➤ Attendance Policy

Students cannot incur more than two unexcused absence for whole semester.

➤ Participation Policy

Students should participate every in-class discussion and experiment.

➤ Policy on Assignments and Quizzes

All assignments and exam should complete by yourself. Late assignments will be accepted without penalty only in cases of legitimate absences and only if the student has contacted the lecturer in advance regarding the reasons for the late assignment. If you miss a class, you must get previous class material from one of your student contacts. See the rubrics of assessment event for the detailed of evaluation.

Before/After Class - Students should expect to spend an adequate amount of time on reviewing the textbook, course handouts and finalizing the group homework before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the coming individual/group presentations/activities conscientiously prepared before the class.

➤ **Plagiarism**

If it is caught that you take another person’s work, ideas, or words, and using them as if they were your own, then the corresponding assignment will be scored zero. You can use others’ work in a proper way of referencing.

➤ **Classroom Policies**

- English - You are highly encouraged to speak English in the class and actively exchange your ideas, opinions and critical thinking with others. Make sure to speak English even during small-group or paired activities.
- Late coming student should provide a reasonable excuse based on the microeconomic theory and share it in class. If there is no excuse, treat as absent.
- If there is a question, stop the instructor any time, and ask for an answer. Your question is others’ question with a very high probability.
- Please be considerate of your fellow students during class presentations. Talking during the presentation will result in a 1% deduction from your final grade.

Session Plan

Week/Date	Topic/ Focus and Difficulty/ Ethical and Political Leanings	Activities	LO
4/Sept. 24	Topic: Introduction to Management Focus: Management functions, skills Difficulty: Definition of management	Lecture: 70min Exercises: 20min	LO1
4/Sept. 26	Topic: Management History 1 Focus: Scientific management (SM) Difficulty: Application of SM Ethical and Political Leanings 1: Providing Chinese examples of management to nurture the sense of proud and love of China	Lecture: 60min Video: 10min Reading: 5 Discussion: 15	LO1
5/Oct. 01	Golden Week		
5/Oct. 03	Golden Week		
6/Oct. 08	Topic: Management History 2 Focus: General Administrative	Lecture: 45min Video: 10min	LO1

	Difficulty: Quantitative approach	Reading: 5 Discussion: 30	
6/Oct. 10	Topic: Decision making 1 Focus: Decision process Difficulty: Decision approaches	Lecture:45min Game: 20min Exercises: 10min Discussion: 15	LO3
7/Oct. 15	Topic: Decision making 2 Focus: Decision conditions Difficulty: Minimax choice	Lecture:25min Exercises: 45min Discussion: 20min	LO2 LO3
7/Oct. 17	Topic: Decision making 3 Focus: Decision biases and errors Difficulty: Decision biases and errors	Lecture:45min Experiments: 45min	LO2 LO3
8/Oct. 22	Topic: Planning1 Focus: Goals vs. plans Difficulty: MBO Ethical and Political Leanings 2: Setting goals: to learn to serve China, to link life with China	Lecture:45min Exercises: 45min	LO3
8/Oct. 24	Topic: Planning2 Focus: Scheduling Difficulty: PERT	Lecture:30min Exercises: 60min	LO3
9/Oct. 29	Topic: Planning3 Focus: Breakeven analysis Difficulty: Breakeven analysis	Lecture: 45min Exercises: 45min	LO2
9/Oct. 31	Topic: Strategy 1 Focus: PEST, 5 Forces Difficulty: PEST Ethical and Political Leanings 3: Discussing state policies to adapt personal goals with national needs	Lecture: 45min Video: 10min Discussion: 20 Exercises:15min	LO3 LO4 LO5
10/Nov.05	Topic: Strategy 2 Focus: Competitive strategies Difficulty: Corporate strategies	Lecture: 60min Discussion: 10 Exercises: 20min	LO4 LO5

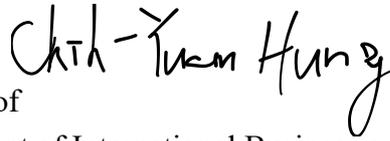
10/Nov.07	Midterm exam		
11/Nov.12	Topic: Organizational Design (OD) 1 Focus: Key element1-3 in OD Difficulty: Departmentalization	Lecture: 60min Discussion: 10 Game: 20	LO2 LO5
11/Nov.14	Topic: Organizational Design (OD) 2 Focus: Key element4-6 in OD Difficulty: Authority vs. responsibility	Lecture: 60min Discussion: 30	LO2 LO5
12/Nov.19	Topic: Organizational Design (OD) 3 Focus: Contemporary OD Difficulty: Project management	Lecture: 45min Discussion: 15min Presentation: 30min	LO1
12/Nov.21	Topic: Motivation 1 Focus: Early theories 1 Difficulty: Hierarchy of needs theory	Lecture: 45min Video: 25min Discussion: 20	LO3 LO5
13/Nov.26	Topic: Motivation 2 Focus: Early theories 2 Difficulty: Two-factor theory	Lecture: 45min Discussion: 45min	LO3 LO5
13/Nov.28	Topic: Motivation 3 Focus: Contemporary theories Difficulty: Equity theory	Lecture: 45min Discussion: 45min	LO3 LO5
14/Dec.03	Topic: Leading 1 Focus: Early theories Difficulty: Leadership styles	Lecture: 60min Discussion: 30min	LO2 LO5
14/Dec.05	Topic: Leading 2 Focus: Contemporary theories Difficulty: The Fiedler Model	Lecture: 60min Discussion: 30min	LO2 LO5
15/Dec.10	Topic: Controlling Focus: Process Difficulty: Tools	Lecture: 45min Game: 30min Video: 15min	LO2
15/Dec.12	Review	Lecture: 45min Q&A:45min	LO1-5
Total	16 hours		

Date: 2019.8.22

Reviewed by

Chih-Yuan Hung

Signature

Handwritten signature of Chih-Yuan Hung in black ink.

Director of

Department of International Business and Management