

NATIONAL TSING HUA UNIVERSITY
College of Technology Management

10310TM 200201
MANAGEMENT
(Offered in English)

Fall Semester 2014

Lecturer: Dr. Yu-Wen Liu (ywliu@mx.nthu.edu.tw)
Time: Tuesday 15:30-18:20 (T7T8T9)
Classroom: TSMC building R223
Office hours: R851 (Please email to make an appointment)

Teaching Assistant: 蔡宗佑 (Henry Tsai) (email: tsai800518@gmail.com)

Course Objectives:

This course aims to introduce general management theories and thoughts, as well as the development of contemporary management issues. By the end of this course, students should be able to:

- 1) show an understanding and critical awareness of the foundations and the major schools of thought of management.
- 2) analyze and articulate the managerial implications of business policies and decisions.
- 3) discuss the developing concern for and different perspectives of managerial strategies and operations within the business world.
- 4) make informed practical judgments based upon knowledge of different managerial situations.

Teaching Arrangements:

Teaching will consist of lectures, case discussions, book review sharing, video, group practice and guest talk.

Lectures: Each lecture is 1.5 hours. Please note, all lectures will be taught in English.

Book Review (25 minutes):

- Book review sharing (15 minutes): Each group will be assigned to review one book in the beginning of the course, and share their review with the class during the discussion session in turn. Each group will pick three chapters to which you will present feedback upon to the class, consisting of chapter summaries, key indications, managerial inspiration and/or any other issues that you want to share with the class.
- Q&A (10 minutes): Other groups need to prepare at least three questions to discuss with the presenting group.

Case Discussion (25 minutes):

- Case presentation: one group will be assigned a case to present in class, which should include the content and solution of a specific managerial situation.
- Case discussion: the case will be discussed in class in order to develop critical analysis and

- feedback of the previous group's case presentation.
- By the end of the case discussion, the presenting group needs to hand in one A4-page feedback of the case discussed (in English, Font: 12pt, page margin: standard, with group number, name and student ID of each group member).

Assessment:

Midterm Exam: 20% , Final Exam: 30%
Book Review: 15% , Case Presentation: 15%
Attendance, Class Performance & Assignment: 20%

Reading List Abbreviations:

Course Textbook:

Stephen P. Robbins & Mary Coulter, *Management*, Pearson Education, the 12th Edition

Book Review List:

- 01) The Black Swan, Nassim Nicholas Taleb
- 02) Mother Teresa, CEO: Unexpected principles for practical leadership, Ruma Bose & Lou Faust
- 03) What I Didn't Learn in Business School: How Strategy Works in the Real World, Jay B. Barney & Trish Gorman Clifford
- 04) The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization, Tom Kelley & Jonathan Littman
- 05) What If the Manageress of a High School Baseball Team Read Drucker's "Management"?, Natsumi Iwasaki
- 06) Good to Great: Why Some Companies Make the Leap... and Others Don't, Jim Collins
- 07) The Practice of Management, Peter Drucker
- 08) Getting More: How to Negotiate to Achieve Your Goals in the Real World, Stuart Diamond
- 09) ONWARD : How Starbucks Fought for its Life Without Losing Its Soul, Howard Schultz & Joanne Gordon
- 10) What I Wish I Knew When I Was 20: A Crash Course on Making Your Place in the World, Tina Seelig
- 11) Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business, Jeff Howe
- 12) Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete, Byron Reeves and J. Leighton Read
- 13) Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation, Frans Johansson
- 14) One Win and Nine Lost: UNIQLO Rage Secret, Tadashi Yanai
- 15) The Innovator's Dilemma, Clayton M. Christensen
- 16) What Would Google Do?, Jeff Jarvis
- 17) Maestro: A Surprising Story About Leading by Listening, Roger Nierenberg

Schedule of Lectures and Seminars

<i>Week</i>	<i>Date</i>	<i>Lecture (15:30~17:20)</i>	<i>Book Review (17:20-17:50)</i>	<i>Case Discussion (17:50-18:20)</i>
1	09/16	Course Introduction		
2	09/23	Ch1: Foundations of Management and Organizations		Team-up & Case Discussion
3	09/30	Ch2: Constraints and Challenges for the Global Manager Ch3: Global Management	Book 1	Case 1: Chapter 1
4	10/07	Curriculum Vitae & Cover Letter Writing	Book 2	Case 2: Chapter 2
5	10/14	Ch5: Social Responsibility and Ethics	Book 3	Case 3: Chapter 3
6	10/21	Video + Case Discussion		
7	10/28	Ch6: Decision Making	Book 4	Case 4: Chapter 5
8	11/04	Ch7: Change and Innovation & Revision	Book 5	Case 5: Chapter 6
9	11/11	Midterm Exam		
10	11/18	Book 6 + Group Practice		
11	11/25	Ch9: Managing Strategy	Book 7	Case 6: Chapter 7
12	12/02	Ch13: Human Resource Management	Book 8	Case 7: Chapter 9
13	12/09	Guest Talk (TEMP)		
14	12/16	Ch15: Foundations of Individual Behavior	Book 9	Case 8: Chapter 13
15	12/23	Ch17: Motivation	Book 10	Case 9: Chapter 15
16	12/30	Ch18: Leadership & Revision		Case 10: Chapter 17
17	01/06	Final Exam		