

NATIONAL TSING HUA UNIVERSITY
College of Technology Management

10510TM 200202

MANAGEMENT

(中文授課)

Fall Semester 2016

Lecturer: 劉玉雯, Ph.D. (ywliu@mx.nthu.edu.tw)

Time: Wednesday 15:30-18:20 (W7W8W9)

Classroom: TSMC building R309

Office hours: R851 (Please email to make an appointment)

Teaching Assistant: 王鈴雅 (email: yaya3399212@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) analyse 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 Chinese.

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 (20 minutes): 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 (5 minutes): 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 (Font: 12pt, single space, page margin: 2.54cm, with group number, name and student ID of each group member).

Assessment:

Midterm Exam: 20% , Final Exam: 20%, Assignment (I : Reflection; II: CV): 10%

Book Review: 15% , Case Presentation: 15%

Attendance, Class Performance: 20%

Reading List Abbreviations:

Course Textbook:

Stephen P. Robbins & Mary Coulter, *Management*, Pearson Education, the 13th Edition

Book Review List:

01) The Black Swan, Nassim Nicholas Taleb

《黑天鵝效應》，大塊文化

02) Mother Teresa, CEO: Unexpected principles for practical leadership, Ruma Bose & Lou Faust

《貧民窟裡的領導：德蕾莎修女的管理智慧》，天下雜誌

03) What I Didn't Learn in Business School: How Strategy Works in the Real World, Jay B. Barney & Trish Gorman Clifford

《不只是件白襯衫：商學院裡沒學到的策略實戰》，天下雜誌

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

《決定未來的 10 種人：10 種創新，10 個未來/你屬於哪一種？》，大塊文化

05) What If a Female Manager of a High School Baseball Team Read Drucker's "Management"?, Natsumi Iwasaki

《如果，高校棒球女子經理讀了彼得·杜拉克》，新經典文化

06) Good to Great: Why Some Companies Make the Leap... and Others Don't, Jim Collins

《從 A 到 A+》，遠流

07) The Practice of Management, Peter Drucker

《彼得·杜拉克的管理聖經》，遠流

08) Getting More: How to Negotiate to Achieve Your Goals in the Real World, Stuart Diamond

《華頓商學院最受歡迎的談判課：上完這堂課，世界都會聽你的！》，先覺

09) ONWARD : How Starbucks Fought for its Life Without Losing Its Soul, Howard Schultz & Joanne Gordon

《勇往直前：我如何拯救星巴克》，聯經出版公司

10) What I Wish I Knew When I Was 20: A Crash Course on Making Your Place in the World, Tina Seelig

《真希望我 20 歲就懂的事：史丹佛大學的創新×創意×創業震撼課程》，遠流

- 11) Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business, Jeff Howe
《玩家外包：社群改變遊戲規則》，天下雜誌
- 12) Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete, Byron Reeves and J. Leighton Read
《不懂魔獸世界，你怎麼當主管：當「好玩」成了工作最大動機，你如何帶領年輕人？》，大是文化
- 13) Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation, Frans Johansson
《梅迪奇效應》，商周出版
- 14) One Win and Nine Lost: UNIQLO Rage Secret, Tadashi Yanai
《一勝九敗》，天下雜誌
- 15) The Innovator's Dilemma, Clayton M. Christensen
《創新的兩難》，商周出版
- 16) What Would Google Do?, Jeff Jarvis
《Google會怎麼做？》，天下文化
- 17) Maestro: A Surprising Story About Leading by Listening, Roger Nierenberg
《指揮台上的管理課：星巴克、紐約時報、美國銀行都採用的交響樂團式管理策略》，野人

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	09/14	Course Introduction <i>Ch1: Managers in the workplace</i>		
2	09/21	<i>Ch2: Making decisions</i>		Team-up & case discussion
3	09/28	<i>Ch3: Global Management</i>	DUE: Assignment I (5 points)	
4	10/05	<i>Ch4: Global Management</i>	Book 1	Case 1: Chapter 2
5	10/12	Curriculum Vitae & Cover Letter Writing	Book 2	Case 2: Chapter 3
6	10/19	<i>Ch6: Social Responsibility and Ethics</i>	Book 3	Case 3: Chapter 4
7	10/26	<i>Ch7: Change and Innovation</i>	Book 4	Case 4: Chapter 6

8	11/02	Guest speaker (temp) DUE: Assignment II (5 points)		
9	11/09	Sports Day (No class)		
10	11/16	Mid term		
11	11/23	Ch9: Managing Strategy	Book 5	Case5: Chapter 7
12	11/30	Ch12: Human Resource Management	Book 6	Case 6: Chapter 9
13	12/07	Ch13: Managing teams	Book 7	Case 7: Chapter 12
14	12/14	Book 8 + Case 8: Chapter 13 + Group Practice		
15	12/21	Ch15: Managing Individual Behavior	Book 9	Case 9: Chapter 15
16	12/28	Ch16: Motivation	Book 10	Case 10: Chapter 16
17	01/04	Ch17: Leadership & Revision		Practice
18	01/11	Final Exam		