

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

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|----------------------------|--|-------|----|---------------|----|-----------------------------|---|
| Year and Semester | 2023 Fall | | | | | | |
| Course Name | Introduction to Management and Business | | | | | | |
| Course Code | BC101 | | | | | | |
| Course Type | <input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input checked="" type="checkbox"/> Basic Disciplinary Course <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Professional Course (Expanded) <input type="checkbox"/> Professional Course (Advanced) | | | | | | |
| Course Credits | 2 | | | | | | |
| Course Hours | Total Hours | Class | 32 | Lecture Hours | 32 | Experiment (Computer) Hours | 0 |
| Applicable object | <input checked="" type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior <input checked="" type="checkbox"/> Business Administration (Accounting) <input checked="" type="checkbox"/> Information Management and Information Systems (Finance) | | | | | | |
| Prerequisites | None | | | | | | |
| Instructor | Luna Wang / Xiangyu You | | | | | | |
| Contact Information | Office:C204 | | | | | | |
| | Tele:(010)83951123 | | | | | | |
| | Email:lunayue1989@hotmail.com youxiangyu@cueb.edu.cn | | | | | | |
| Office Hour | Luna Wang: M: 15:25-16:10, T: 15:25-17:00, W :16:15-17:00, Th:10:45-12:20 Xiangyu You: M: 13:30-15:05, T:13:30-15:05,TH:13:30-15:05 | | | | | | |
| Learning Centre | Luna Wang:M:18:00-19:35 (online) W: 10:45-12:20 Xiangyu You:T:18:00-20:00(Online), F:18:00-20:00 | | | | | | |
| Grade/Section | 2023BA/2023CFA/2023IT | | | | | | |
| Course Time/Place | Luna Wang:M:9:55-11:30-23BA1/A101,TH:13:30-15:05-23CFA /A203 Xiangyu You: F:8:00-9:35-2023IT/A205,F:13:30-15:05-2023BA2/A102 | | | | | | |
| Textbook | Stephen P. Robbins& Mary Coulter. Management, 14th ed. Pearson Education Asia Ltd., 2021 [ISBN978-7-302-56973-2] | | | | | | |

Reference Book

1. Journals: "Harvard Business Review" and "Economist"
2. Documentaries: "The Power of Companies"

Course Description

This course is a Business Management major required basic course. This course aims to familiarizing students with the different aspects of business management. The course covers topics of planning, organizing, leading and controlling. Students will be introduced to plenty of concepts, theories, cases and so on that are closely related to upper-level business management courses. Students will be prepared with necessary basic knowledge, practical

skills and mindsets for future business management studies through learning this course.

Student Learning Objectives

On successful completion of this exam, candidates should be able to:

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| Knowledge | <ul style="list-style-type: none"> ◆Understand and recognize basic concepts, theories and ideologies of business management; ◆Identify business management concepts in different dimensions. ◆Understand the importance of leadership and organizational culture in organizational management. ◆Understand and identify business ethics and business-management relating laws and regulations. |
| Capability | <ul style="list-style-type: none"> ◆Apply different dimensions of business management concepts to real-life cases and analyze those cases. ◆Apply business writing skills to business letters, business proposals, reports and so on. ◆Evaluate and judge business ethics, moral dilemmas and other ideological situations in real-life cases. |
| Mindset | <ul style="list-style-type: none"> ◆Develop the consciousness of being businessmen and businesswomen with high moral standers that correlate to core socialist values and global business ethics. ◆Cultivate the ability to communicate and collaborate effectively in teams and organizations. ◆ Develop the relevance of basic theories and concepts of business management to future courses and lay the foundation for subsequent courses, such as Human Resource Management, Marketing, Organizational Behavior, Strategic Management, etc. |

Website Source

www.mymanagementlab.com; www.businessweek.com

Teaching Methods

This course contains lectures, class discussions, in-class group activities, homework, presentations and a final exam. Textbook content will be introduced first. Then real-life case and discussion questions will be delivered to

students as a way to test their understanding of the knowledge. This will require individual or/and group assignments in or/and after class.

Grade Criterion

| Component | Weight | Assessment |
|------------------|--------|---|
| Attendance | 10% | Please refer to Attendance Policy below |
| Participation | 10% | Frequency and quality of class participation |
| Homework | 15% | Submitting homework on time to the standards required by the instructor |
| Group activities | 15% | Short in-class quizzes |
| Presentation | 10% | Prepare a presentation on a given topic |
| Mid-Term Project | 20% | An hour closed-book test |
| Final Exam | 20% | Two hours closed-book exam |

Detailed Grade Computation

| | Before Midterm | After Midterm |
|---------------|----------------|---------------|
| Attendance | 5% | 5% |
| Participation | 5% | 5% |
| Homework | 5% | 10% |
| Quizzes | 5% | 10% |
| Presentation | | 10% |
| Mid-Term Test | 20% | |
| Final exam | | 20% |
| Total | 40% | 60% |

Assessment of Student Performance

☛ Self-Study and Reading ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☛ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☛ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.

- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

☞ Textbook

Students must bring the textbook to class.

Topical Course Outline (original)

| Week | Topics | Platform | Homework and Activities |
|----------|---|----------|---|
| Week 1-2 | <ul style="list-style-type: none"> ● Introduction to Business Management • Define “management”-traditional meaning and now. • Explain why managers are important to organizations. • Describe the functions, roles, and skills of managers. • Explain the value of studying management. | | In-class Activity: Why you choose BA as your major? After-Class: Be your own manager-manage your time-try to make a study plan (time schedule) for this semester |
| | <ul style="list-style-type: none"> ● Why are managers important to business success? -Cases of good and bad leadership | | |
| Week 3-4 | <ul style="list-style-type: none"> ● Decision making and implement • Learn to know the decision-making process. • Classify decisions and decision-making conditions. • Explain the four ways managers make decisions. • Describe different decision-making styles and discuss how biases affect decision-making. • Identify effective decision-making techniques. | | In-Class Activity: Teams’ decision-making game Case study of unfairness in the workplace |
| | <ul style="list-style-type: none"> ● Recognize decision-making errors and biases | | |

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| Week 5-6 | <ul style="list-style-type: none"> ● Manage Diversity • Define workplace diversity and explain why managing it is so important. • Describe the changing workplaces around the world. • Explain the different types of diversity found in workplaces. • Discuss the challenges managers face in managing diversity. • Develop your skill at valuing and working with diverse individuals and teams. <hr/> <ul style="list-style-type: none"> ● Recognize common stereotypes that can be seen in real-life and workplace. ● Understand people have biases and preferences, but we should seek common ground while reserving differences. | | <p>In-Class Activity: We are different! -Learn, identify, understand individual students are different around you. Then, learn how to accept it!</p> |
| Week 7-8 | <ul style="list-style-type: none"> ● Manage Human Resources • Explain the importance of the human resource management • Illustrate HRM process and the factors that might affect that process. • Explain the different types of orientation and training. • Describe strategies for retaining competent, high-performing employees. <hr/> <ul style="list-style-type: none"> ● Understand the importance of the “matching” relationship between employees and the organizations. | | <p>In-Class Activity: Group activity and discussions-choose a target organization, learn and analyze its organizational structure and culture. Case study of good and bad organizational structure and culture.</p> <p>After Class: Learn to write an application, such as sick leave, application for resignation, etc.</p> |
| Week 9 | Midterm | | |
| Week 10-11 | <ul style="list-style-type: none"> ● Creating and Managing Teams • Define groups and the stages of group development. • Describe the major components that determine group performance and satisfaction. • Define teams and best practices influencing team performance. <hr/> <ul style="list-style-type: none"> ● Ethical and moral requirements in teams and organizations. | | <p>In-Class Activity: Team decision-making game.</p> |
| Week 12-13 | <ul style="list-style-type: none"> ● Managing Strategy • Define strategic management and explain why it’s important. • Explain the six steps of the strategic management process. • Describe the three types of corporate strategies. • Describe competitive advantage and the competitive strategies organizations use to get it. | | <p>After-class: Write a business proposal.</p> |

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| Week 14 | Final Presentation | | |
| Week 15 | Final Presentation | | |

Note: Some chapters or sections may be assigned for self-study. It is the student's duty to read, learn and understand these materials, and they may also be included in the quizzes or exams.

Teacher's Office Hour

- ◆The instructor's office hour is shown in the front of the office door.
- ◆Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ◆The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

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|---------------------|--|
| Midterm Test | Week 9 or 10 |
| Final Exam | Week 18 or 19 (Refer to the notice of the Academic Affairs Office) |

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor: _____

Department Head: _____

