

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2020 Fall (August 30, 2020— January 10, 2021)
<b><u>Course Name</u></b>	Introduction to Management and Business
<b><u>Course Code</u></b>	BC101
<b><u>Course Type</u></b>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input checked="" type="checkbox"/> Basic Disciplinary Course
<b><u>Course Credits</u></b>	2
<b><u>Course Hours</u></b>	32
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Maggie Wang
<b><u>Contact Information</u></b>	Office: C204 Tele: (010)83951085 Email: occ_wangyuan@cueb.edu.cn
<b><u>Office Hour</u></b>	M, TH & F 8:00-10:00;
<b><u>Learning Centre</u></b>	M 18:00-20:00 & W. 10:00-12:00
<b><u>Grade/Section</u></b>	2020 BA2/Y02
<b><u>Course Time/Place</u></b>	M 10:10-12:00

#### **Textbook**

Stephen P. Robbins & Mary Coulter, *Management*, 12<sup>th</sup> Edition, Pearson, 2013. ISBN:9787302328797

#### **Reference Books and Supplemental Readings**

1. Stephen P. Robbins & David A. Decenzo *Fundamentals of Management: Essential and Applications* 9<sup>th</sup> ed. ChinaRenminUniversity Press
2. R.L.Daft, *Organization Theory and Design*, 10<sup>th</sup> ed. Mason, OH: South-WesternCollege Publishing, 2009
3. Journals: “*Harvard Business Review*”  
“*Economist*”
4. Documentaries: “The Power of Companies”

#### **Course Description**

This course’s aim is to familiarize students with the different aspects of management. The course covers topics about four functions of management: planning, organizing, leading and controlling. This is a foundation course where students are exposed to a plenty of concepts that will be used in their future

education and business careers.

### **Student Learning Objectives**

After completing this course, students will be able to:

- Gain an increasing awareness of business management,
- Understand the importance of management,
- How to manage change and innovation, foundations of planning, organizational design
- How to manage human resources and motivate employees
- Define leader and leadership, describe major contingency theories of leadership and give contemporary views of leadership

By the end of the semester students should have a good overall idea of the different aspects of business, with a special understanding on how a manager relates to the business entity

### **Website Source**

1. [www.mymanagementlab.com](http://www.mymanagementlab.com)
2. [www.businessweek.com](http://www.businessweek.com)

### **Teaching Methods**

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

### **Grade Criterion**

Component	Weight	Description
FinalExam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and

		preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	Accumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class.
Homework	15%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performance should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
<b>Total</b>	<b>100%</b>	

### **Detailed Grade Computation**

	<b>Before Midterm</b>	<b>After Midterm</b>
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Midterm test	20%	
Final exam		20%
<b>Total</b>	<b>40%</b>	<b>60%</b>

### **Grading Policy**

A+ 97-100	A 93-96	A- 90-92	B+ 87-89	B 83-86	B- 80-82
C+ 75-79	C 70-74	C- 67-69	D+ 63-66	D 62-60	F 0-59

### **Exam Schedule**

Midterm Test: November 5-9, 2018;

Final Exam: January 7-11, 2019

## **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**

Week	Date	Topics	Homework
5	Sep. 28	● Syllabus	—
		● Chapter 1 ● What are managers and where do they work	—

		<ul style="list-style-type: none"> <li>• Management functions</li> </ul>	
		— (National Day Holiday)	—
		— (National Day Holiday)	—
6	Oct. 5	<ul style="list-style-type: none"> <li>●Chapter 1 <ul style="list-style-type: none"> <li>• Mintzberg's managerial roles and contemporary model of managing</li> </ul> </li> <li>● Discussion <ul style="list-style-type: none"> <li>• Chapter 1</li> <li>• How manager's job changing</li> <li>• Exercises for Ch1</li> <li>• 中文串讲</li> </ul> </li> </ul>	Exercises for Ch1
7	Oct. 12	<ul style="list-style-type: none"> <li>● Chapter 9 <ul style="list-style-type: none"> <li>• The Strategic management process</li> <li>• Corporate strategies</li> </ul> </li> </ul>	
8	Oct.19	<ul style="list-style-type: none"> <li>●Chapter 9 <ul style="list-style-type: none"> <li>• Competitive strategies</li> <li>• Current strategic management issue</li> </ul> </li> </ul>	
9	Oct. 26	<ul style="list-style-type: none"> <li>●Chapter 13 <ul style="list-style-type: none"> <li>•The human resource management process and the external influences</li> <li>•Identifying and selecting competent employees</li> <li>•中文串讲</li> </ul> </li> <li>●Case Study</li> </ul>	Case Study
10	Nov. 2	● <b>Midterm exam</b>	—
11	Nov. 9	<ul style="list-style-type: none"> <li>●Chapter 13 <ul style="list-style-type: none"> <li>•Strategies for retaining competent, high-performing employees</li> <li>•Contemporary issues in managing human resources</li> <li>•Discussion</li> </ul> </li> </ul>	
12	Nov. 16	<ul style="list-style-type: none"> <li>●Chapter 14 <ul style="list-style-type: none"> <li>•Group and group development</li> <li>•Work group performance and satisfaction</li> </ul> </li> </ul>	Exercises for Ch14
13	Nov. 23	<ul style="list-style-type: none"> <li>●Chapter 14 <ul style="list-style-type: none"> <li>•Turning groups into effective teams</li> <li>•Current challenges in managing teams</li> </ul> </li> </ul>	Group Discussion
14	Nov. 30	<ul style="list-style-type: none"> <li>●Chapter 17 <ul style="list-style-type: none"> <li>•Motivation</li> <li>•Theories of motivation</li> </ul> </li> </ul>	—
15	Dec. 7	Presentation I	—
16	Dec. 14	Presentation II	Case study
17	Dec. 21	Final Revision	
18		Final Exam	—
			—

*Note: Some chapters or sections may leave for self-study; this is the students' duty to learn and understand, they may also be included in the quizzes or exams.*

*A review in Chinese may be held during L.C. and O.H. in the semester.*

### 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

<b>Fall Semester, 2020</b>	<b>August 29, 2020 — January 10, 2021</b>
Aug.29-30	Registration (Sophomores and Juniors)
Aug.31	Classes Begin (Sophomores and Juniors)
Oct.1	National Day & Mid-Autumn Festival
Oct.26-30	Mid-term Test (tentative)
Dec.19-22	Revision (Sophomores and Juniors)
Dec. 23-Jan.1, 2021	Final Exam Period (Sophomores and Juniors)
Jan.1, 2021	New Year's Day
Jan.4	Winter Vacation Begins (Sophomores and Juniors)

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

**Instructor: Maggie Wang**

**Department Head:**

