

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2024 Fall						
<b>Course Name</b>	Introduction to Management and Business						
<b>Course Code</b>	BC101						
<b>Course Type</b>	<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)						
<b>Course Credits</b>	2						
<b>Course Hours</b>	Total Hours	Class	32	Lecture Hours	32	Experiment (Computer) Hours	0
<b>Applicable object</b>	<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)						
<b>Prerequisites</b>	None						
<b>Instructor</b>	Liya Bu/ Xiangyu You						
<b>Contact Information</b>	Office:C204 Tele:(010)83951123 Email:buliya@cueb.edu.cn youxiangyu@cueb.edu.cn						
<b>Office Hour</b>	Liya Bu: T: 9:55-12:30; W/TH:15:25-16:10;TH:11:30-12:20 Xiangyu You: TH:8:00-9:35;F:8:00-9:35; F:13:30-15:05						
<b>Learning Centre</b>	Liya Bu: TH:9:55-11:30; F:18:00-20:00(Online) Xiangyu You: T:13:30-15:05; W:18:00-20:00(Online)						
<b>Grade/Section</b>	2024BA1/2024BA2/2024CFA/2024IT						
<b>Course Time/Place</b>	Liya Bu: TH: 13:30-15:05—2024BA2  Xiangyu You: T:8:00-9:35—2024BA1/A101,T:9:55-11:30—2024CFA/A203 F:9:55-11:30—2024IT/A201						
<b>Textbook</b>	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:

Knowledge	<ul style="list-style-type: none"> <li>◆ Understand and recognize basic concepts, theories and ideologies of business management.</li> <li>◆ Identify business management concepts in different dimensions.</li> <li>◆ Understand the importance of leadership and organizational culture in organizational management.</li> <li>◆ Understand and identify business ethics and business-management relating laws and regulations.</li> </ul>
Capability	<ul style="list-style-type: none"> <li>◆ Apply different dimensions of business management concepts to real-life cases and analyze those cases.</li> <li>◆ Apply business writing skills to business letters, business proposals, reports and so on.</li> <li>◆ Evaluate and judge business ethics, moral dilemmas and other ideological situations in real-life cases.</li> </ul>
Mindset	<ul style="list-style-type: none"> <li>◆ Develop the consciousness of being businessmen and businesswomen with high moral standers that correlate to core socialist values and global business ethics.</li> <li>◆ Cultivate the ability to communicate and collaborate effectively in teams and organizations.</li> <li>◆ 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.</li> </ul>

### **Website Source**

[www.mymanagementlab.com](http://www.mymanagementlab.com); [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
Final Exam	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. 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%	A cumulative 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 50 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 or course related materials. Each group needs 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 performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below.
<b>Total</b>	<b>100%</b>	

### 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
1	<ul style="list-style-type: none"> <li>● Syllabus</li> <li>● <b>Purpose of business organisations</b></li> </ul>	Wechat group & Tencent Meeting & Xuexitong	<b>After-Class:</b> Be your own manager-manage your time-try to make a study plan (time schedule) for this semester
	<ul style="list-style-type: none"> <li>● <b>Introduction to Business Management</b></li> <li>• Define “management”-traditional meaning and now.</li> <li>• Explain why managers are important to organizations.</li> <li>• Describe the functions, roles, and skills of managers.</li> </ul>	Wechat group & Tencent Meeting & Xuexitong	
	<ul style="list-style-type: none"> <li>● Why are managers important to business success? -Cases of good and bad leadership</li> </ul>		
2	<ul style="list-style-type: none"> <li>● <b>Managing Strategy</b></li> <li>• Define strategic management and</li> </ul>	Wechat group & Tencent Meeting & Xuexi tong	<b>In-Class:</b> Homework for

	<p>explain why it's important.</p> <ul style="list-style-type: none"> <li>• Explain the six steps of the strategic management process.</li> </ul>		SWOT and BCG
	<ul style="list-style-type: none"> <li>● SWOT</li> <li>● BCG</li> </ul>	Wechat group & Tencent Meeting & Xuexitong	
3	<ul style="list-style-type: none"> <li>● <b>Managing Strategy</b></li> <li>• Describe the three types of corporate strategies.</li> <li>• Describe competitive advantage and the competitive strategies organizations use to get it.</li> </ul>	Wechat group & Tencent Meeting & Xuexitong	<b>In-Class:</b> Homework for PEST and Five Force
	<ul style="list-style-type: none"> <li>● PEST</li> <li>● Five Force</li> </ul>	Wechat group & Tencent Meeting & Xuexitong	
8	<ul style="list-style-type: none"> <li>● Chinese review for Business Management and Managing Strategy</li> <li>● <b>Decision making and implement</b></li> <li>• Learn to know the decision-making process.</li> </ul>	Classroom & Xuexitong	
9	<ul style="list-style-type: none"> <li>● <b>Decision making and implement</b></li> <li>• Classify decisions and decision-making conditions.</li> <li>• Explain the four ways managers make decisions.</li> <li>● <b>Mid-term Test</b></li> </ul>	Classroom & Xuexitong	<b>After-Class Activity:</b> Teams' decision-making game. Case study of decision-making in the Workplace.
10	<ul style="list-style-type: none"> <li>● <b>Decision making and implement</b></li> <li>• Describe different decision-making styles and discuss how biases affect decision-making.</li> <li>• Identify effective decision-making techniques.</li> </ul>	Classroom & Xuexitong	
11	<ul style="list-style-type: none"> <li>● Chinese review for Decision making and implement</li> </ul>	Classroom & Xuexitong	<b>In-Class Activity:</b> -Learn, identify, understand individual students are different around you.
	<ul style="list-style-type: none"> <li>● <b>Manage Diversity</b></li> <li>• Define workplace diversity and explain why managing it is so important.</li> <li>• Describe the changing workplaces around the world.</li> <li>• Explain the different types of diversity found in workplaces.</li> </ul>	Classroom & Xuexitong	
12	<ul style="list-style-type: none"> <li>● <b>Manage Diversity</b></li> <li>• Discuss the challenges managers face in managing diversity.</li> </ul>	Classroom & Xuexitong	

	<ul style="list-style-type: none"> <li>•Develop your skill at valuing and working with diverse individuals and teams.</li> </ul>		
	<ul style="list-style-type: none"> <li>●Recognize common stereotypes that can be seen in real-life and workplace.</li> <li>●Understand people have biases and preferences, but we should seek common ground while reserving differences.</li> <li>● Q&amp;A</li> </ul>		
13	<ul style="list-style-type: none"> <li>●Chinese review for Manage Diversity</li> <li>●Quiz for Decision making and implement And Manage Diversity</li> <li>●<b>Manage Human Resources</b></li> <li>•Explain the importance of the human resource management</li> </ul>	Classroom & Xuexitong	<p><b>After-Class Activity:</b> Group activity and discussions-choose a target organization, learn and analyze its organizational structure and HRM. Case study of good and bad organizational structure and HRM.</p>
14	<ul style="list-style-type: none"> <li>●<b>Manage Human Resources</b></li> <li>•Illustrate HRM process and the factors that might affect that process.</li> <li>•Explain the different types of orientation and training.</li> <li>•Describe strategies for retaining competent, high-performing employees.</li> </ul>	Classroom & Xuexitong	
	<ul style="list-style-type: none"> <li>●Understand the importance of the “matching” relationship between employees and the organizations.</li> </ul>		
15	<ul style="list-style-type: none"> <li>●Chinese review for Manage Human Resources</li> <li>●<b>Creating and Managing Teams</b></li> <li>•Define groups and the stages of group development.</li> <li>•Describe the major components that determine group performance and satisfaction.</li> </ul>	Classroom & Xuexitong	<p><b>In-Class Activity:</b> Team decision-making game.</p>
16	<ul style="list-style-type: none"> <li>●<b>Creating and Managing Teams</b></li> <li>•Define teams and best practices influencing team performance.</li> </ul>	Classroom & Xuexitong	
	<ul style="list-style-type: none"> <li>●Ethical and moral requirements in teams and organizations.</li> </ul>		

17	Presentation		— — —
18	Presentation Q&A		— — —

*Note: In the first three weeks, Tencent Meeting, Xuexitong and the Wechat group will be used as the main teaching methods. The Wechat group will be mainly used to inform students daily study activities and tasks. Tencent Meeting and Xuexitong will be used as the main study platform to teach and organize the study activities. When classes change back to school, Tencent Meeting will be stopped to use. Xuexitong will be mainly used to upload PPTS and release some learning materials.*

*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>Midterm Test</b>	<b>Week 10 or 11</b>
<b>Final Exam</b>	<b>Week 19 or 20 (Refer to the notice of the Academic Affairs Office)</b>

*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:** \_\_\_\_\_

