

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall						
Course Name	Introduction to Management and Business						
Course Code	BC115						
Course Type	☐ General Education (Required)☐ General Education (Elective) ☐ Basic Disciplinary Course☐ Professional Course (Required) ☒ Professional Course (Elective)☐ Professional Course (Expanded) ☐ Professional Course (Advanced)						
Course Credits	2						
Course Hours	Total Class Hours	32	Lecture Hours	32	Experiment (Computer) Hours	0	
Applicable object	☐ Freshman ☒ Sophomore ☐ Junior ☐ Senior						
	☐ Business Administration (Accounting)						
	☒ Information Management and Information System (Data Governance)						
Prerequisites	None						
Instructor	Xiangyu You						
Contact Information	Office:C204						
	Tele:(010)83951123						
	Email: youxiangyu@cueb.edu.cn						
Office Hour	T:10:00-12:00; W: 10:00-12:00; TH:13:30-15:00						
Learning Centre	T: 13:30-15:00; F:18:00-20:00(online)						
Grade/Section	25 级信息管理与信息系统（数据治理）1 班/2 班						
Course Time/Place	TH: 9:55-11:30 A203(25 信管 2 班)/F:8:00-9:35A203(25 信管 1 班)						
Textbook	Stephen P. Robbins& Mary Coulter. Management, 15th ed. [ISBN978-7-3027-0510-9]						

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	♦ Understand and recognize basic concepts, theories and ideologies of business management.
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	◆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	◆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	◆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, 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.
Total	100%	

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	Content	Homework
1	● Syllabus ● Introduction to Business Management	● Syllabus ● Introduction to Business Management • Define “management”-traditional meaning and now. • Explain why managers are important to organizations. ● Why are managers important to business success? -Cases of good and bad leadership	In-Class: Be your own manager-manage your time-try to make a study plan (time schedule) for this semester
2	● Introduction to Business Management	● Introduction to Business Management • Describe the functions, roles, and skills of managers. ● Chinese review for Introduction to Business Management	
3	● Decision making and implement	● Decision making and implement • Learn to know the decision-making process. • Classify decisions and decision-making conditions.	
4		● Decision making and implement	After-Class Activity:

	●Decision making and implement	•Explain the four ways managers make decisions. •Describe different decision-making styles and discuss how biases affect decision-making. •Identify effective decision-making techniques. ● Chinese review for Decision making and implement	Teams’ decision-making game. Case study of decision-making in the Workplace.
5	National Day Holiday		
6	Quiz1		
7	●Manage Diversity	●Manage Diversity •Define workplace diversity and explain why managing it is so important. •Describe the changing workplaces around the world.	In-Class Activity: Learn, identify, understand individual students are different around you.
8	●Manage Diversity	●Manage Diversity •Explain the different types of diversity found in workplaces. •Discuss the challenges managers face in managing diversity.	
9	●Manage Diversity	●Manage Diversity •Develop your skill at valuing and working with diverse individuals and teams. •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.	
10	Mid-term test		

11	●Managing Strategy	●Managing Strategy •Define strategic management and explain why it's important.	In-Class: Homework for SWOT 、BCG、PEST and Five Force
12	●Managing Strategy	●Managing Strategy •Explain the six steps of the strategic management process. ●SWOT ●BCG ●PEST ●Five Force	
13	●Managing Strategy	●Managing Strategy •Describe the three types of corporate strategies. •Describe competitive advantage and the competitive strategies organizations use to get it.	
14	●Quiz2 ●Manage Human Resources	●Quiz2 ●Manage Human Resources •Explain the importance of the human resource management	
15	●Manage Human Resources	●Manage Human Resources •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.	After-Class Activity: 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.
		●Understand the importance of the “matching” relationship between employees and the organizations.	
16	Creating and Managing Teams	●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. ● Ethical and moral requirements in teams and organizations.	In-Class Activity: Team decision-making game.
17	Presentation		_____

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

Midterm Test	Week 10 or 11
Final Exam	Week 19 or 20 (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: _____

