**【管理学（双语）】**

SJQU-QR-JW-033（A0）

**【Fundamentals of Management - Bilingual】**

一、基本信息 **Basic information**

**课程代码Course code：** 【2060512】

**课程学分Course mark：** 【 3 】

**面向专业Faculty：** 【工商管理（奢侈品管理专业方向）】

Business administration - Luxury management

**课程性质Property：** 【院级必修】

**开课院系Responsible：** 【珠宝学院奢侈品管理系】

Business administration

**使用教材** 【管理学管理，斯蒂芬-罗宾斯,中国人民大学出版社,第9版】

**Teaching material：** Fundamentals of Management, Stephen Robbins

References：

【管理学实用教程，张润兴，北京大学出版社，第一版】

**课程网站网址Web：** http://wiki.mbalib.com/wiki/

**先修课程Prior course：** 【Not valid】

二、课程简介 Introduction

Principles of management are the base for students choosing business administration to learn. As the fundamentals for further study of such courses as 1) human resource management, 2) marketing managment, 3) retailing managment, 4) production management, 5) quality management, 6) logistics management, 7) procurement management, 8) project management and so forth, all the students focusing in these areas must fully master basic knowledges of principles of management in advance.

This teaching material, with the title of “Fundamentals of Management”, written by the American well-known Professor Stephen P. Robbins, consists of the following information: 1) managers and management, 2) management environment, 3) decision-making, 4) planning, 5) organising, 6) motivating, 7) leading, 8) communication, and 9) controlling.

We consider that the chosen teaching material is a proven successful text book for students dedicated in the area of business administration.

三、选课建议 Suggestion for selection of the course

The course shall be given before students learning such courses such as human resource management, marketing management and retailing management and so forth.

1. 课程与专业毕业要求的关联性 **Relationship with graduation requirements**

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| --- | --- | --- | --- |
| **编号**  **No.** | **能力**  **Ability** | **专业毕业要求**  **Graduation requirement** | **Relation-**  **ship** |
| LO11 | 表达沟通  Communica-  tion | 理解他人的观点，尊重他人的观点，能在不同场合用书面或口头形式进行有效沟通。Understand opinions of other people. Respect point of view of others. Be able to communicate in writing or verbally. | ● |
| LO21 | 自主学习  Self-learning | 学生能根据环境需要确定自己的学习目标，设计学习方案，并主动地通过搜集信息、分析信息、讨论、实践、质疑、创造等方法来实施学习方案，通过持续改进，实现学习目标。Be able to design objectives and plan process of learning. Be able to search and collect information, analyse, discuss, and create. Continually inprove to accomplish objectives. | ● |
| LO31 | 专业能力  Professional capabilities | Be able to define objectives and plan process to realise objectives | ● |
| LO41 | 尽责抗压  Responsibility | 遵守纪律、守信守责（遵纪守法、诚实守信）；适应环境变化，具有耐挫折、抗压力的能力。Abide by principles. Be honest and responsible. | ● |
| LO51 | 协同创新  Collaberation | 同群体保持良好的合作关系，做集体中的积极成员；善于从创新思维，利用自己的知识与实践来提出新设想。具有质疑精神，能够进行逻辑分析与辩驳批判。Be able to work together with other people in a team. |  |
| LO61 | 信息应用  Information application | 具备一定的信息素养，善于收集信息，并能在工作中应用信息技术解决问题。Be able to collect information and use information technology to solve problems. |  |
| LO71 | 服务关爱  Services | 愿意服务他人、服务企业、服务社会；为人热忱，富于爱心，懂得感恩（“感恩、回报、爱心”为我校校训内容之一）。能够奉献社会，具有服务企业、服务社会的意愿和行为能力。Be willing and able to help other people, serve the society and corporation. |  |
| LO81 | 国际视野  Internation vision | 具有基本的外语表达沟通能力与跨文化理解能力，有国际竞争与合作的意识。Be able to understand each other in an international environment. |  |

备注：LO=learning outcomes（学习成果） 五、课程目标/课程预期学习成果（预期学习成果要可测量/能够证明）

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| --- | --- | --- | --- | --- |
| **序号** | **课程预期**  **学习成果** | **课程目标**  **（细化的预期学习成果）** | **教与学方式** | **评价方式** |
| 1 | LO111  Communica-  tion | Be able to communicate in writing and verbally. Be able to compose and perform presentation. | Traditional and/or  Task-based teaching and learning | Presentation  Q&A |
| 2 | LO211  Self-learning | Be able to solve problem by self-learning | Traditional and/or  Task-based teaching and learning | Report  Home work |
| 3 | LO311  Professional capability | Be able to define objectives and create process of implementation of objectives. | Traditional and/or  Task-based teaching and learning | Report  Home work |
| 4 | LO411  Responsi-  bility | Be honesty. Be a person of integrity. Be able to take responsiliby. | Traditional and/or  Task-based teaching and learning | Report  Home work |

六、课程内容 **Table of content**

**Unit 1: Managers and management**

**Content**

1 Managers and organisations

2 Definition of management

3 Responsibilities of managers

4 Functions of management

**Capability requirement**

① Be able to Tell who managers are and where they work..

② Be able to Define management.

③ Be able to Describe what managers do.

④ Be able to Explain why it’s important to study management.

**Key points**

1. Organisation

2. Functions of management

**Unit 2: Management environment**

**Content**

1 External environment

2 Importance of external environment

3 Influence of external environment

4 Organisational culture

**Capability requirement**

① Be able to Explain what the external environment is and why it’s important.

② Be able to Discuss how the external environment affects managers.

③ Be able to Define what organizational culture is and why it’s important.

④ Be able to Describe how organizational culture affects managers.

**Key points**

1. External environment

2. Organisational culture

**Unit 3: Decision-making**

**Content**

1 Decision-making process

2 Approaches to make decisions

3 Types of decisions

**Capability requirement**

① Be able to Describe the decision-making process.

② Be able to Explain the three approaches managers can use to make decisions.

③ Be able to Describe the types of decisions and decision-making conditions managers face.

**Key points**

1 Decision-making process

2 Approaches to make decisions

**Unit 4: Planning**

**Content**

1 Nature and purpose of planning

2 Strategic management process

3 Goal setting and planning

**Capability requirement**

① Be able to Discuss the nature and the purposes of planning.

② Be able to Explain what managers do in the strategic management process.

③ Be able to Compare and contrast approaches to goal setting and planning.

**Key points**

1 Description of planning

2 Goal setting and planning

**Unit 5: Organising**

**Content**

1 Key elements of organisational design

2 Mechanistic model or organic model of organisational design

3 Traditional and contemporary organisational design

**Capability requirement**

① Be able to Describe six key elements in organizational design.

② Be able to Identify the contingency factors that favor either the mechanistic model or the organic model of organizational design.

③ Be able to Compare and contrast traditional and contemporary organizational designs.

**Key points**

Organisational design

**Unit 6: Motivating**

**Content**

1 Definition of motivation

2 Early theories of motivation

3 Contemporary theories of motivation

4 Current issues in motivating employees

**Capability requirement**

① Be able to Define and explain motivation.

② Be able to Compare and contrast early theories of motivation.

③ Be able to Compare and contrast contemporary theories of motivation.

④ Be able to Discuss current issues in motivating employees.

**Key points**

1 Definition of motivation

2 Theories of motivation

**Unit 7: Leading**

**Content**

1 Leader and leadership

2 Early leadership theories

3 Major eontingency leadership theories

4 Trust as the essence of leadership

**Capability requirement**

① Be able to Define leader and leadership.

② Be able to Compare and contrast early leadership theories.

③ Be able to Describe the four major contingency leadership theories.

④ Be able to Discuss trust as the essence of leadership.

**Key points**

1 Leader and leadership

2 Leadership theories

**Unit 8: Communication**

**Content**

1 Definition of communication

2 Communication barriers and ways to overcome

3 Contemporary issues in communication

**Capability requirement**

① Be able to Describe what managers need to know about communicating effectively.

② Be able to Describe communication barriers and ways to overcome

③ Be able to Discuss contemporary issues in communication.

**Key points**

Process of communication

**Unit 9: Controlling**

**Content**

1 Nature and importance of controlling

2 Control process

3 Types of controls

**Capability requirement**

① Be able to Explain the nature and importance of control.

② Be able to Describe the three steps in the control process.

③ Be able to Discuss the types of controls organizations and managers use.

**Key points**

1 Process of controlling

2 Types of controls

八、评价方式与成绩 **Performance evaluation**

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| --- | --- | --- | --- |
| **总评构成**  **Items** | **评价方式**  **Forms of evaluation** | **占比**  **%** | **指标点**  **No. of KPI** |
| 1 | Final examination | 40% | LO 411 |
| X1 | Daily performance | 20% | LO 111 |
| X2 | Home Works | 20% | LO 211  LO 411 |
| X3 | Planning Report | 20% | LO 211  LO 311  LO 411 |

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