**【管理学（双语）】**

SJQU-QR-JW-033（A0）

**【Management (Bilingual)】**

一、基本信息（必填项）

**课程代码：**【2120052】

**课程学分：**【3】

**面向专业：**【工商管理（奢侈品管理）】

**课程性质：**【院级必修课】

**开课院系：珠宝学院工商管理（奢侈品管理）系**

**使用教材：**

教材【管理学基础 概念·案例·实训（第二版），刘凤 徐奎玲，中国人民大学出版社】

参考书目【管理学（第13版），斯蒂芬·罗宾斯，玛丽·库尔特，中国人民大学出版社】

【管理学原理（英文版·第10版），斯蒂芬·罗宾斯 玛丽·库尔特，中国人民大学出版社】

【Management, 14th Edition, Global Edition, STEPHEN P. ROBBINS, MARY COULTER, Pearson】

**课程网站网址：**

**先修课程：**【微观经济学2060513】【宏观经济学2120066】

二、课程简介（必填项）

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（必填项）

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

四、课程与专业毕业要求的关联性（必填项）

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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. | ● |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果（必填项）（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 | LO112  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 | LO212  Self-learning | Be able to solve problem by self-learning | Traditional and/or  Task-based teaching and learning | Report |
| 3 | LO351  Professional capability | Be able to define objectives and create process of implementation of objectives. | Traditional and/or  Task-based teaching and learning | Case Study |
| 4 | LO412  Responsi-  bility | Be honesty. Be a person of integrity. Be able to take responsiliby. | Traditional and/or  Task-based teaching and learning | Group Work |

六、课程内容（必填项）

此处分单元列出教学的知识点和能力要求。知识点用布鲁姆认知能力的6种层次： (“**知道”、“理解”、“运用”、“分析”、“综合”、“评价”)**来表达对学生学习要求上的差异。能力要求必须选用合适的行为动词来表达。用文字说明教学的难点所在，**并标明每个单元的理论课时数和实践课时数。**

**Chapter 1: Managers in the Workplace *3 Periods***

**Contents:**

1.Why are Managers important?

2.Who are Managers and Where Do they Work?

3.What Do Managers Do?

4.How is the Manager’s Job Changing?

5.Why Study Management?

**Capability Requirements:**

1.Be able to explain why managers are important to organizations.

2.Be able to tell who managers are and where they work.

3.Be able to describe the functions, roles, and skills of managers.

4.Be able to describe the factors that are reshaping and redefining the manager’s job.

5.Be able to explain the value of studying management.

**Key Points:**

1.Manager

2.Management Functions

3.Management Skills

4.The Reality of Work

5.Rewards and Challenges of Being a Manager

**Chapter 2: Making Decisions *3 Periods***

**Contents:**

1.The Decision-Making process

2.Managers Making Decisions

3.Types of Decisions and Decision-Making Conditions

4.Decision-Making Styles

5.Effective Decision Making in today’s World

**Capability Requirements:**

1.Be able to describe the eight steps in the decision-making process.

2.Be able to explain the four ways managers make decisions.

3.Be able to classify decisions and decision-making conditions.

4.Be able to describe different decision-making styles and discuss how biases affect decision making.

5.Be able to identify effective decision-making techniques.

**Key Points:**

1. Decision-Making Process

2. Types of Decisions

3. Linear–Nonlinear Thinking Style Profile

4. Managerial Decision Making

5. Effective Decision Making

**Chapter 3: Managing the External Environment and the Organization’s Culture *3 Periods***

**Contents:**

1.The Manager: omnipotent or Symbolic?

2.The External Environment: Constraints and Challenges

3.Organizational Culture: Constraints and Challenges

4.Current issues in organizational Culture

**Capability Requirements:**

1.Be able to contrast the actions of managers according to the omnipotent and

symbolic views.

2.Be able to describe the constraints and challenges facing managers in today’s external environment.

3.Be able to discuss the characteristics and importance of organizational culture.

4.Be able to describe current issues in organizational culture.

**Key Points:**

1.The Economic Environment

2.The Demographic Environment

3.Organizational Culture

4.Creating an Innovative Culture

**Chapter 4: Managing in a Global Environment *3 Periods***

**Contents:**

1.Who Owns What?

2.What’s Your Global Perspective?

3.Understanding the Global Environment

4.Doing Business Globally

5.Managing in a Global Environment

**Capability Requirements:**

1.Be able to contrast ethnocentric, polycentric, and geocentric attitudes toward global business.

2.Be able to discuss the importance of regional trading alliances and global trade mechanisms.

3.Be able to describe the structures and techniques organizations use as they go international.

4.Be able to explain the relevance of the political/legal, economic, and cultural environments to global business.

**Key Points:**

1. Regional Trading Alliances

2. Challenges of Managing a Global Workforce

**Chapter 5: Managing Diversity *3 Periods***

**Contents:**

1.Diversity

2.The Changing Workplace

3.Types of Workplace Diversity

4.Challenges in Managing Diversity

5.Workplace Diversity Initiatives

**Capability Requirements:**

1.Be able to define workplace diversity and explain why managing it is so important.

2.Be able to describe the changing workplaces in the united states and around the

world.

3.Be able to explain the different types of diversity found in workplaces.

4.Be able to discuss the challenges managers face in managing diversity.

5.Be able to describe various workplace diversity management initiatives.

**Key Points:**

1.Workplace Diversit

2.Types of Workplace Diversity

**Chapter 6: Managing Social Responsibility and Ethics *3 Periods***

**Contents:**

1.What Is Social Responsibility?

2.Green Management and Sustainability

3.Managers and Ethical Behavior

4.Encouraging Ethical Behavior

5.Social Responsibility and Ethics Issues in Today’s World

**Capability Requirements:**

1.Be able to discuss what it means to be socially responsible and what factors

influence that decision.

2.Be able to explain green management and how organizations can go green.

3.Be able to discuss the factors that lead to ethical and unethical behavior.

4.Be able to describe management’s role in encouraging ethical behavior.

5.Be able to discuss current social responsibility and ethics issues.

**Key Points:**

1.Social Responsibility

2.Sustainability

3.Ethical Behavior

**Chapter 7: Managing Change and Innovation *3 Periods***

**Contents:**

1.The Change Process

2.Types of Organizational Change

3.Managing Resistance to Change

4.Contemporary Issues in Managing Change

5.Stimulating Innovation

**Capability Requirements:**

1.Be able to compare and contrast views on the change process.

2.Be able to classify types of organizational change.

3.Be able to explain how to manage resistance to change.

4.Be able to discuss contemporary issues in managing change.

5.Be able to describe techniques for stimulating innovation.

**Key Points:**

1.Types of Organizational Change

2.Contemporary Issues in Managing Change

**Chapter 8: Planning Work Activities *3 Periods***

**Contents:**

1.The What and Why of Planning

2.Goals and Plans

3.Setting Goals and Developing Plans

4.Contemporary Issues in Planning

**Capability Requirements:**

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

2.Be able to classify the types of goals organizations might have and the plans they use.

3.Be able to compare and contrast approaches to goal-setting and planning.

4.Be able to discuss contemporary issues in planning.

**Key Points:**

1.Planning

2.Goals

**Chapter 9: Managing Strategy *3 Periods***

**Contents:**

1.Strategic Management

2.The Strategic Management Process

3.Corporate Strategies

4.Competitive Strategies

5.Current Strategic Management Issues

**Capability Requirements:**

1.Be able to define strategic management and explain why it’s important.

2.Be able to explain what managers do during the six steps of the strategic management process.

3.Be able to describe the three types of corporate strategies.

4.Be able to describe competitive advantage and the competitive strategies organizations use to get it.

5.Be able to discuss current strategic management issues.

**Key Points:**

1.Strategic Management

2.Corporate Strategies

3.The Role of Competitive Advantage

4.The Need for Strategic Leadership

**Chapter 10: Designing Organizational Structure—Basic Designs *3 Periods***

**Contents:**

1.Designing Organizational Structure

2.Mechanistic and Organic Structures

3.Contingency Factors Affecting Structural Choice

4.Traditional Organizational Designs

**Capability Requirements:**

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

2.Be able to contrast mechanistic and organic structures.

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

4.Be able to describe traditional organizational designs.

**Key Points:**

1.Work Specialization

2.Strategy and Structure

3.Functional Structure

**Chapter 11: Designing Organizational Structure—Adaptive Designs *3 Periods***

**Contents:**

1.Contemporary Organizational Designs

2.Organizing for Collaboration

3.Flexible Work Arrangements

4.Contingent Workforce

5.Today’s Organizational Design Challenges

**Capability Requirements:**

1.Be able to describe contemporary organizational designs.

2.Be able to discuss how organizations organize for collaboration.

3.Be able to explain flexible work arrangements used by organizations.

4.Be able to discuss organizing issues associated with a contingent workforce.

5.Be able to describe today’s organizational design challenges.

**Key Points:**

1.Internal Collaboration

2.External Collaboration

**Chapter 12: Managing Human Resources *3 Periods***

**Contents:**

1.The Human Resource Management Process

2.Identifying and Selecting Competent Employees

3.Providing Employees with Needed Skills and Knowledge

4.Retaining Competent, High-Performing Employees

5.Contemporary Issues in Managing Human Resources

**Capability Requirements:**

1.Be able to explain the importance of the human resource management process

and the external influences that might affect that process.

2.Be able to discuss the tasks associated with identifying and selecting competent employees.

3.Be able to explain the different types of orientation and training.

4.Be able to describe strategies for retaining competent, high-performing employees.

5.Be able to discuss contemporary issues in managing human resources.

**Key Points:**

1.Human Resource Planning

2.Recruitment and Decruitment

3.Selection

**Chapter 13: Creating and Managing Teams *2 Periods***

**Contents:**

1.Groups and Group Development

2.Work Group Performance and Satisfaction

3.Turning Groups into Effective Teams

4.Current Challenges in Managing Teams

**Capability Requirements:**

1.Be able to define groups and the stages of group development.

2.Be able to describe the major components that determine group performance and satisfaction.

3.Be able to define teams and best practices influencing team performance.

4.Be able to discuss contemporary issues in managing teams.

**Key Points:**

1.Stages of Group Development

2.Group Structure

3.Types of Work Teams

**Chapter 14: Managing Communication *2 Periods***

**Contents:**

1.The Nature and Function of Communication

2.Methods of Interpersonal Communication

3.Effective Interpersonal Communication

4.Organizational Communication

5.Information Technology and Communication

6.Communication Issues in Today’s Organizations

**Capability Requirements:**

1.Be able to define the nature and function of communication.

2.Be able to compare and contrast methods of interpersonal communication.

3.Be able to identify barriers to effective interpersonal communication and how to overcome them.

4.Be able to explain how communication can flow most effectively in organizations.

5.Be able to describe how technology affects managerial communication and organizations.

6.Be able to discuss contemporary issues in communication.

**Key Points:**

1.Functions of Communication

2.Barriers to Communication

**Chapter 15: Understanding and Managing Individual Behavior *2 Periods***

**Contents:**

1.Focus and Goals of Organizational Behavior

2.Attitudes and Job Performance

3.Personality

4.Perception

5.Learning

6.Contemporary Issues in Organizational Behavior

**Capability Requirements:**

1.Be able to identify the focus and goals of individual behavior within organizations.

2.Be able to explain the role that attitudes play in job performance.

3.Be able to describe different personality theories.

4.Be able to describe perception and factors that influence it.

5.Be able to discuss learning theories and their relevance in shaping behavior.

6.Be able to discuss contemporary issues in organizational behavior.

**Key Points:**

1.Organizational Behavior

2.MBTI

**Chapter 16: Motivating Employees *2 Periods***

**Contents:**

1.What is Motivation?

2.Early Theories of Motivation

3.Contemporary Theories of Motivation

4.Current Issues in Motivation

**Capability Requirements:**

1.Be able to define 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 motivation.

**Key Points:**

1.Motivation

2.Maslow’s Hierarchy of Needs Theory

**Chapter 17: Being an Effective Leader *2 Periods***

**Contents:**

1.Who Are Leaders and What Is Leadership?

2.Early Leadership Theories

3.Contingency Theories of Leadership

4.Contemporary Views of Leadership

5.Leadership Issues in the Twenty-First Century

**Capability Requirements:**

1.Be able to define leader and leadership.

2.Be able to compare and contrast early theories of leadership.

3.Be able to describe the three major contingency theories of leadership.

4.Be able to describe contemporary views of leadership.

5.Be able to discuss contemporary issues affecting leadership.

**Key Points:**

1.Leadership

2.Leadership Behavior Theories

**Chapter 18: Monitoring and Controlling *2 Periods***

**Contents:**

1.What Is Controlling and Why Is It Important?

2.The Control Process

3.Controlling for Organizational and Employee Performance

4.Tools for Measuring Organizational Performance

5.Contemporary Issues in Control

**Capability Requirements:**

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 explain how organizational and employee performance are measured.

4.Be able to describe tools used to measure organizational performance.

5.Be able to discuss contemporary issues in control.

**Key Points:**

1.Controlling

2.Organizational Performance

3.Employee Performance

七、课内实验名称及基本要求（选填，适用于课内实验）

列出课程实验的名称、学时数、实验类型（演示型、验证型、设计型、综合型）及每个实验的内容简述。

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| 序号 | 实验名称 | 主要内容 | 实验  时数 | 实验类型 | 备注 |
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七、实践环节各阶段名称及基本要求（选填，适用于集中实践、实习、毕业设计等）

列出实践环节各阶段的名称、实践的天数或周数及每个阶段的内容简述。

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| 序号 | 各阶段名称 | 实践主要内容 | 天数/周数 | 备注 |
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| 总评构成（1+X） | 评价方式 | 占比 |
| 1 | Final Exam | 40% |
| X1 | Quiz | 20% |
| X2 | Group Presentation | 20% |
| X3 | Case Study | 20% |

八、评价方式与成绩（必填项）

“1”一般为总结性评价, “X”为过程性评价，“X”的次数一般不少于3次，无论是“1”、还是“X”，都可以是纸笔测试，也可以是表现性评价。与能力本位相适应的课程评价方式，较少采用纸笔测试，较多采用表现性评价。

常用的评价方式有：课堂展示、口头报告、论文、日志、反思、调查报告、个人项目报告、小组项目报告、实验报告、读书报告、作品（选集）、口试、课堂小测验、期终闭卷考、期终开卷考、工作现场评估、自我评估、同辈评估等等。**一般课外扩展阅读的检查评价应该成为“X”中的一部分。**

同一门课程由多个教师共同授课的，由课程组共同讨论决定X的内容、次数及比例。

撰写人： 系主任审核签名：

审核时间：2023年1月17日