



## National Taiwan University of Science and Technology

### 2021 Summer Program

### MKT 310 Principles of Management

### Course Outline

**Course Code: MKT 310**

**Instructor: Dr. Yunshan (Victor) Lian**

**Home Institution: University of Wisconsin**

**Office Hours: TBA**

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**Credit: 4**

**Course Description:**

This course is an introduction to some of the principles important to managing and functioning in an organization. It will cover various functions of management such as planning, organizing, staffing, leading, and motivating employees.

The goal of the course is to introduce the students to the basis of the management field-both as a manager and as a participant. At the successful completion of the course, the student should have an understanding of the general functions of an organization and how to handle themselves in a variety of management situation.

The course consists of five parts:

PART 1- Foundations of Management

PART 2- Planning

PART 3- Organizing

PART 4- Leading

PART 5- Controlling

**Required Textbooks:**

*Bateman, T. & Snell, S. (2013). Management: Leading & Collaborating in the Competitive World (10<sup>th</sup> edition). New York, NY: McGraw-Hill/Irwin*

*Supplementary materials may be utilized during the class.*

**Learning Outcomes**

Upon successful completion of the course, the student will be able to:

1. Describe the influence of historical forces on the current practice of management.



2. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
3. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
4. Describe the process of management's four functions: planning, organizing, leading, and controlling.
5. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.

### **Evaluation:**

20% Attendance and discussion

20% Exercises and homework

30% Midterm Exam

30% Final Exam

### **Attendance & Discussion:**

You are expected to actively participate the class time and TA led discussion.

### **Exercise:**

Due to the nature of the hybrid format of this course, it's highly important for you to complete the assigned exercises during each week. Late submission is not accepted and will be regarded as zero point.

### **Midterm and Final Exam**

Midterm and final exam will be in the format of problem solving and concept discussion. Final exam is non-cumulative, which means only covers the rest chapters after the midterm exam.

### **Grading:**

A+ : 95 - 100 A : 94 - 90

B+ : 89 - 85 B : 84 - 80

C+ : 79 - 75 C : 74 - 70

D+ : 69 - 65 D : 64 - 60

F : Fail

### **Academic Integrity**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Students must recognize that failure to follow rules and guidelines may constitute academic misconduct.

Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and/or possession of unauthorized materials during an examination.

Any suspicious academic misconduct in this course will be reported to the administration of the university. If it is determined that you have committed academic misconduct, the sanctions could



include a failing grade in this course and suspension or dismissal from the program.

**Course Schedule** (may subject to change for the purpose of learning effectiveness):

**Week1**

Chapter 1 Managing and performing  
Chapter 2 External and internal environment  
Chapter 3 Decision making  
Chapter 4 Planning and strategic management  
TA led review session

**Week2**

Chapter 5 Business ethics  
Chapter 6 International management  
Chapter 7 Entrepreneurship  
Chapter 8 Organizational structure  
TA led review session  
Mid-term exam

**Week3**

Chapter 9 Organizational agility  
Chapter 10 Human resource management  
Chapter 11 Managing diversity  
Chapter 12 Leadership  
TA led review session

**Week4**

Chapter 13 Motivation  
Chapter 14 Teamwork  
Chapter 15 Communication  
Chapter 16 Control  
TA led review session  
Final exam