

NATIONAL TSING HUA UNIVERSITY
College of Technology Management

11310TM 200201
MANAGEMENT
(Offered in English)

Fall Semester 2024

Lecturer: Dr. ALI Ying-Che Hsieh (ych@mx.nthu.edu.tw),
Janice Wan-Jung Tsai (janice860518@gmail.com)
Time: Tuesday 15:30-18:20 (T7T8T9)
Classroom: TSMC building R309
Office hours: Tuesday 14:00-15:00 (R830, Please email to make an appointment)

Teaching Assistant: TBC

Course Objectives:

This course aims to introduce general management theories and thoughts, as well as the development of contemporary management issues. By the end of this course, students should be able to:

- 1) show an understanding and critical awareness of the foundations and the major schools of thought of management.
- 2) analyze and articulate the managerial implications of business policies and decisions.
- 3) discuss the developing concern for and different perspectives of managerial strategies and operations within the business world.
- 4) make informed practical judgments based upon knowledge of different managerial situations.

Teaching Arrangements:

Teaching will consist of lectures, case discussions, book review sharing, video, group practice, mock interview and guest talk.

Lectures: Each lecture is 1.5 hours. *Please note, all lectures will be taught in English.*

Book Review (20 minutes):

- Book review sharing (12 minutes): Each group will be assigned to review one book in the beginning of the course, and share their review with the class during the discussion session in turn. Each group will pick three chapters to which you will present feedback upon to the class, consisting of chapter summaries, key indications, managerial inspiration and/or any other issues that you want to share with the class.
- Q&A (8 minutes): Other groups need to prepare at least three questions to discuss with the presenting group.

Case Discussion (20 minutes):

- Case presentation (12 minutes): one group will be assigned a case to present in class, which should include the content and solution of a specific managerial situation.
- Case discussion: the case will be discussed in class in order to develop critical analysis and feedback of the previous group's case presentation.
- Q&A (8 minutes): Other groups need to prepare at least three questions to discuss with the presenting group.

Assessment:

Midterm Exam: 20%, Final Exam: 30%, Book Review: 15%, Case Presentation: 15%
Attendance, Class Performance & Assignment: 20%

Ethics Statement on Generative Artificial Intelligence:

Grounded in the principles of transparency and responsibility, this course encourages students to leverage AI for collaboration and mutual learning to enhance the quality of course outputs. In accordance with the published Guidelines for Collaboration, Co-learning, and Cultivation of Artificial Intelligence Competencies in University Education, this course adopts the following policy: Conditionally open.

Students must briefly explain how generative AI was used for topic ideation, sentence refinement, or structural reference in the footnotes of the title page or after the reference in their assignments or reports. If usage is discovered without proper disclosure, instructors, the institution, or relevant units have the right to reevaluate the assignment or report or withhold scores.

Reading List Abbreviations:

Course Textbook:

Stephen P. Robbins & Mary Coulter, *Management*, Pearson Education, the 15th Edition, 2020.

Book Review List:

- 01) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations.
- 02) Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds, Carmine Gallo & How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, Jeremy Donovan.
- 03) What If the Manageress of a High School Baseball Team Read Drucker's "Management"?, Natsumi Iwasaki.
- 04) Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete, Byron Reeves and J. Leighton Read.
- 05) Le Capital au XXIe siècle, Thomas Piketty & A Reader's Guide to Capital in the Twenty-First Century.
- 06) The Long Tail, Chris Anderson.
- 07) The Black Swan, Nassim Nicholas Taleb.
- 08) Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation, Frans Johansson.
- 09) What Would Google Do?, Jeff Jarvis.
- 10) Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead, Laszlo Bock.
- 11) Co-Opetition, Adam M. Brandenburger, Barry J. Nalebuff.
- 12) The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field, Mike Michalowicz.
- 13) 無印良品培育人才秘笈：内部覓才×職務輪調×終身雇用—創造低離職率的育才法則, 松井忠三.
- 14) 無印良品成功90%靠制度：不加班、不回報也能創造驚人營收的究極管理
- 15) Getting More: How to Negotiate to Achieve Your Goals in the Real World.
- 16) Wildcat Currency: How the Virtual Money Revolution is Transforming the Economy,

Edward Castronova.

17) Maestro: A Surprising Story About Leading by Listening, Roger Nierenberg.

18) What I Didn't Learn in Business School: How Strategy Works in the Real World, Jay B. Barney & Trish Gorman Clifford.

Schedule of Lectures and Seminars

| <i>Week</i> | <i>Date</i> | <i>Book Review (15:30-16:00)</i> | <i>Lecture (16:00-17:50)</i> | <i>Case Discussion (17:50-18:20)</i> |
|-------------|-------------|--|--|--|
| 1 | 09/03 | Ch1: Managers in the Workplace Curriculum Vitae & Cover Letter Writing | | |
| 2 | 09/10 | Book 1 | Ch3: Managing the External Environment and the Organization's Culture | Team-up & Case Discussion |
| 3 | 09/17 | Mid-Autumn Festival | | |
| 4 | 09/24 | Book 2 | Ch2: Making Decisions | Case 1 |
| 5 | 10/01 | Book 3 | Ch6: Social Responsibility and Ethics | Case 2 & 3 |
| 6 | 10/08 | Guest Talk | | |
| 7 | 10/15 | Book 4 & 5 | Ch7: Change and Innovation | Case 4 & 5 |
| 8 | 10/22 | Book 6 | Ch4: Managing in a Global Environment & Revision | Case 6 |
| 9 | 10/29 | Midterm Exam | | |
| 10 | 11/05 | Book 07 & 08 | Group Activity | Case 07 & 08 |
| 11 | 11/12 | Book 09 & 10 | Ch9: Strategic Planning | Case 09 & 10 |
| 12 | 11/19 | Book 11 & 12 | Ch12: Managing Human Resources | Case 11 & 12 |
| 13 | 11/26 | Book 13 & 14 | Ch15: Managing Individual Behavior | Case 13 & 14 |
| 14 | 12/03 | Book 15 & 16 | Managing Entrepreneurial Ventures | Case 15 & 16 |
| 15 | 12/10 | Discussion | Ch16: Motivating Employees & Revision | Discussion |
| 16 | 12/17 | Final Exam | | |