

**TIANJIN NORNAL UNIVERSITY
SCHOOL OF MANAGEMENT**

INTRODUCTION TO MANAGEMENT

Lecture Venues(temporary)

Lecture Theatre A208

Times(temporary)

Lectures:

A whole semester, 51 hours classroom sessions and guest lectures.

Tutorials:

Tutorials start in Week 2 and conclude in week 18.

In order to pass the course students are required to actively and regularly attend classroom sessions and guest lectures. Class attendance is mandatory. If for some reason a student cannot attend, please beforehand inform either the instructor or department secretary.

Lecturer

LiuHongpeng Room 210 Qiuzhi Building

Department secretary

Ms. Wang

Credits

Successful completion of the course, including classroom sessions, classroom assignments, guest lectures, individual and group exercises, project assignment and written examination, earns the student 3 credit units (ECTS).

Aim

This course aims to engage students with the current issues they face in management and leadership, and to explore implications for public and community sector organisations. Drawing on organisational theories and research, the course aims to enable students to develop frameworks and skills for analysis of organisational context, management practices and personal action. The objective of the course is to broaden students' insights on contemporary management issues and concepts. Understanding those issues and concepts will prepare students enter the real business world and contribute to organizations in order to effectively and efficiently respond toward environmental changes.

Learning outcomes

Students will be given the opportunity to learn:

1. The role of leadership and management within an organization.
2. Management theories.
3. Planning and decision making.
4. Different ways to organize.
5. Communicate effectively within and outside of an organization.
6. Appreciate different leadership and motivation styles and which ones best suit the student as manager.
7. Work effectively within a small group team environment, to give and receive feedback, and to resolve conflicts.

Readings(temporary)

Management a Practical Introduction,. Kinicki and Williams, McGraw-Hill, Current Edition

Individual work

Students are required to read assigned material beforehand, with a view to discuss the content with the instructor and fellow students. During the course every student is requested in teams of two to do book chapter presentations in class as well as individually to read famous works on management and make a book impression after reading. Students should, in teams of four, finish a typical case study and provide a case study report. The aim of case study is to combine theory with practice.

To pass the course students need to read assigned material before every classroom session and do the individual and team assignments and actively and successfully take part in classroom assignments and discussions. The willingness and ability to participate in classroom discussions and interact with the group have a decisive impact on the final grade.

In conclusion, the course consists of five elements: 1. Classroom discussions, 2. Guest lecturers, 3. Oral assignment (book chapter analysis and presentation), 4. Written assignment (individual book impression and team case study report), 5. Written examination.

Assessment

The attendance stands for 10%, the Book Chapter Presentation stands for 20%, the case analysis accounts for 20% and the written examination stands for 50% of the basic grade. In addition, participation in classroom discussions and assignments that may be related to them influences – in a favourable or unfavourable way – the final grade. This impact on the final grade may be substantial.

Requirements

The antecedent course of Marketing Management is required, as well as Principles of Management.

LECTURE TOPICS(temporary)

PART 1. INTRODUCTION

- 1. The Exceptional Manager: What You Do, How You Do It**
- 2. Management Theory: Essential Background for the Successful Manager**

PART 2. THE ENVIRONMENT OF MANAGEMENT

- 3. The Manager's Changing Work Environment & Ethical Responsibilities**
- 4. Global Management: Managing Across Borders**

PART 3. PLANNING

- 5. Planning: The Foundation of Successful Management**
- 6. Strategic Management: How Star Managers Realize a Grand Design**
- 7. Individual & Group Decision Making: How Managers Make Things Happen**

PART 4. ORGANIZING

- 8. Organizational Culture, Structure, & Design: Building Blocks of the Organization**
- 9. Human Resource Management: Getting the Right People for Managerial Success**
- 10. Organizational Change & Innovation: Lifelong Challenges for the Exceptional Manager**

PART 5. LEADING

- 11. Managing Individual Differences & Behavior**
- 12. Motivating Employees: Achieving Superior Performance in the Workplace**
- 13. Groups & Teams: From Conflict to Cooperation**
- 14. Power, Influence, & Leadership: From Becoming a Manager to Becoming a Leader**
- 15. Interpersonal & Organizational Communication**

PART 6. CONTROL

- 16. Control: Techniques for Enhancing Organizational Effectiveness**