



National Taiwan University of Science and Technology

2021 Winter Program

MKT 310 Principles of Management

Course Outline

Course Code: MKT 310

Instructor: Victor Y. Lian

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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* (10th 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+:4.3——95-100

A :4.0——87-94

A -:3.7——82-86

B+:3.3——78-81

B :3.0——75-77

B -:2.7——71-74

C+:2.3——68-70

C :2.0——65-67

C -:1.7——61-64

D :1.0——55-60

E :0.0——49-54

X :0.0——0

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

