

Figure 6.4

Business Administration Abbreviated Course Syllabus

<u>Course Number:</u>	BB718A
<u>Course Name:</u>	Management
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<u>Students:</u>	Business Administration 2022
<u>Required Text:</u>	<ol style="list-style-type: none"> 1. Management, Higher Education Press, Edition 2019, 1 2. Management: Principles and Methods, Zhou Sanduo, Fudan University Press, Edition 2014, 12 3. Management: Principles and Practice, Stephen P. Robbins and Mary Coulter, China Machine Press, Edition 2015, 1
<u>Course Description:</u>	<p>Management is a basic course for management majors. Through studying this course, students can clear the basic concepts, basic principles and basic methods of organization management; Understand the emergence and evolution of management thought and management theory as well as the main theoretical schools formed in this process, and understand the main representatives of each school and their theoretical contributions; Be familiar with various management functions of the management process, master the theoretical basis and laws of management functions such as planning, organization, leadership and control, as well as various management activities, and lay a foundation for the future study of various management disciplines.</p>

Topic Outline:	Hours
I. Introduction	2
A. Assessment methods, learning methods, reference materials, etc	
B. The emergence and basic development process of management	
C. The concept of management:	
① The definition and connotation of management	
② The management functions: decision, organization, leadership, control and innovation	
D. The 10 roles, 3 management skills and levels of managers	
II. The Evolution of Management Theory	10
A. Classical management theory:	
① Principles of scientific management	
② General management theory	
③ Bureaucratic organization model	

B.	Behavioral science theory:	
	① Interpersonal theory	
	② Hierarchy of needs theory	
C.	Management theory jungle:	
	Including: Management science theory, management process theory, social system theory, decision theory, empirical theory, contingency theory, etc	
D.	New thoughts of modern management:	
	Including enterprise process reengineering theory, learning organization, virtual organization, knowledge management and so on	
III.	Management Environment and Corporate Social Responsibility	3
A.	Classification of management environment	
B.	Management environment analysis tools	
	① PEST analysis method	
	② "Five Forces" model	
	③ SWOT analysis method	
C.	Corporate social responsibility:	
	① The concrete embodiment of corporate social responsibility	
	② Reasons for the lack of corporate social responsibility	
	③ Ways to realize corporate social responsibility	
IV.	Decision	8
A.	Introduction to decision	
	① The concept of decision and their types	
	② Decision process	
	③ Influencing factors of decision making	
B.	Qualitative decision methods	
	Include: decision background research method, brainstorming method, Delphi method, nominal group method, forced association method and so on	
C.	Quantitative decision method:	
	① Deterministic decision method	
	② Risk decision method	
	③ Uncertain decision method	
V.	Plan	3
A.	Outline of the plan:	
	① The concept and connotation of plan	
	② Content of plan	
	③ Type of plan	
	④ The planning process	
B.	Method of planning	
	① Rolling planning method	
	② Project planning technique	
	③ Program review technique:	
C.	Processes and methods to advance the plan:	
	① Management by objectives	

	② PDCA cycle	
VI.	Organization	8
A.	Organization design:	
	① The concept of organizational design	
	② Influencing factors of organizational design	
	③ Principles of organizational design	
B.	Organizational structure	
	① The connotation of organizational structure	
	② The forms of organizational structure	
C.	Organizational integration:	
	① Integration of formal and informal organizations	
	② Hierarchical integration	
	③ Line and staff integration	
D.	Organizational culture	
	① An overview of organizational culture	
	② Structure and function of organizational culture	
	③ Organizational culture shaping	
VII.	Leadership	10
A.	Overview of leadership	
	① Connotation of leadership	
	② Quality of leader	
	③ Composition of the leadership group	
B.	Leadership theory	
	① Trait theory of leadership	
	② Leadership style theory	
	③ Contingency theory of leadership	
C.	Overview of motivation	
	① Definition and characteristics of motivation	
	② Human nature hypothesis and its development	
	③ Motivation mechanism	
D.	Motivation theory and method:	
	① Motivation theory	
	Include: hierarchy of needs theory, two-factor theory, achievement needs theory, fairness theory, expectation theory, goal setting theory, behavior reinforcement theory	
	② Motivation method	
	Include: work motivation, achievement motivation, comprehensive motivation	
E.	Communication	
	① Definition of communication	
	② Communication process	
	③ Types and channels of communication	
	④ Communication barriers and their overcoming	
VIII.	Control	2

A.	Overview of control:	
	① Connotation of control	
	② Principle of control	
	③ Type of control	
B.	Controlled process	
	① Determination criteria	
	② Measure performance	
	③ Analysis and correction	
C.	Control method	
	① Budget control	
	② Audit control	
	③ Financial control	
IX.	Innovation	2
A.	Innovation:	
	① The connotation of management innovation	
	② The relationship of maintenance and innovation in management	
	③ Types of management innovation	
B.	Innovation process and its management:	
	① Innovation power source	
	② Innovation management decision	
	③ Implement innovative leadership	
	④ Evaluation and audit of innovation activities	
Total Sessions (Coverage Hours)		48

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	0
b. Finance	0
c. Accounting	0
d. Management	40
e. Legal environment of Business	0
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	2
j. Information System	0
k. Quantitative Techniques and Statistics	4
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	48