

《 Management 》本科课程教学大纲

一、课程基本信息

课程名称	(中文) 管理学 (英语)				
	(英文) Management				
课程代码	2060670	课程学分		3	
课程学时	48	理论学时	48	实践学时	0
开课学院	Business School	适用专业与年级		Grade 1-3, Tourism Management&International Economics and Trade	
课程类别与性质	◎Compulsory Course in School level	考核方式		Exam	
选用教材	New Era of Managemt 9th Edition, Richard L. Daft		是否为马工程教材	Nil	
先修课程	Nil				
课程简介	<p>This course introduces the core content of management science; and it is kernal course for Tour Management majors. This course deals with the knowledge of the discipline of management. It is a combination of business implementation, management and communication technology. This course mainly refers to the latest data at domestic and abroad. In many concepts and management patterns, the latest and most representative cases of success or failure are selected. Different project scenarios and different methods are used to achieve project success. At the same time, case study as well as article reading is important for learning this subject. It supplemented by classroom interaction and to integrate case to analyze.</p> <p>This course is suitable for the Management class, which requires students to have the theoretical basis for an overview of management, and has a certain capacity for business budget, implementation and evaluation.</p>				
选课建议与学习要求	This course is suitable for the fourth semester of all management majors. It is based on the study of behavioral, psychology, and sociology courses. It teaches all aspects of management in English, allowing students to master English in terms of proprietary terms, know-how....etc.				
大纲编写人	<i>Luoli</i>		制/修订时间	2025.3	

专业负责人	华玉	审定时间	2025.3.4
学院负责人	尹卫华	批准时间	2025.3.4

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	Masterring Four Functions of Management, Planning, Organizing, Leading, Controlling
技能目标	2	Applying Management Theory to Explain Realistic Problems
	3	Having the ability to learn the curriculum in English, can read original textbook.
素养目标 (含课程思政目标)	4	Adhering to classroom discipline, actively participating in classroom learning, and actively participating in classroom interaction.

(二) 课程支撑的毕业要求

LO2 Professional Competence: Possess humanities literacy and possess the theoretical knowledge and practical skills to engage in tourism management related work.
LO8 International Perspective: Possess basic foreign language expression and communication skills, and cross-cultural comprehension ability, as well as awareness of international competition and cooperation.
LO1 Comply with laws and regulations, enhance legal awareness, cultivate legal thinking, and consciously abide by laws and regulations, school rules and regulations.

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
LO2	①	H	Masterring Four Functions of Management, Planning, Organizing, Leading, Controlling	50%
			Applying Management Theory to Explain Realistic Problems	50%

LO8	①	M	Having the ability to learn the curriculum in English,can read original textbook.	100%
LO1	②	M	Adhering to classroom discipline, actively participating in classroom learning, and actively participating in classroom interaction.	20%

三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

Unit 1 Managers and Management

Teaching Content:

- 1.1 Tell who managers are and where they work
- 1.2 Define management
- 1.3 Describe what managers do
- 1.4 Explain why it's important to study management
- 1.5 Describe the factors that are reshaping and redefining management

Knowledge Requirements:

- Tell who managers are and where they work.
- Define management.
- Describe what managers do.
- Explain why it's important to study management.

Ability Requirements:

- Describe the factors that are reshaping and redefining management.

Teaching Emphasis:

- Describe what managers do.

Unit2 The Management Environment

Teaching Content:

- 2.1 What Is the External Environment and Why Is It Important?
- 2.2 How Does the External Environment Affect Managers?
- 2.3 How Does Organizational Culture Affect Managers?

Knowledge Requirements:

- Explain what the external environment is and why it's important.
- Discuss how the external environment affects managers.
- Define what organizational culture is and explain why it's important.

Ability Requirements:

- Describe how organizational culture affects managers.

Teaching Emphasis:

- Define what organizational culture is and explain why it's important.

Unit3 Integrative Managerial Issues

Teaching Content:

- 3.1 What Is Globalization and How Does It Affect Organizations?
- 3.2 What Does Society Expect from Organizations and Managers?
- 3.3 What Factors Determine Ethical and Unethical Behavior?
- 3.4 What Is Today's Workforce Like and How Does It Affect the Way Organizations Are Managed?

Knowledge Requirements:

- Explain globalization and its impact on organizations.
- Describe how the workforce is changing and its impact on the way organizations are managed.

Ability Requirements:

- Discuss how society's expectations are influencing managers and organizations.
- Discuss the factors that lead to ethical and unethical behavior in organizations.

Teaching Emphasis:

How the workforce is changing and its impact on the way organizations are managed.

Unit4 Foundations of Decision Making

Teaching Content:

- 4.1 How Do Managers Make Decisions?
- 4.2 What Types of Decisions and Decision-Making Conditions Do Managers Face?
- 4.3 How Do Groups Make Decisions?
- 4.4 What Contemporary Decision-Making Issues Do Managers Face?

Knowledge Requirements:

- Describe the decision-making process.
- Explain the three approaches managers can use to make decisions.
- Describe the types of decisions and decision-making conditions managers face.

Ability Requirements:

- Discuss group decision making.
- Discuss contemporary issues in managerial decision making.

Teaching Emphasis:

The three approaches managers can use to make decisions.

Unit5 Foundations of Planning

Teaching Content:

- 5.1 What Is Planning and Why Do Managers Need to Plan?
- 5.2 What Do Managers Need To Know About Strategic Management?
- 5.3 How Do Managers Set Goals and Develop Plans?
- 5.4 What Contemporary Planning Issues Do Managers Face?

Knowledge Requirements:

- Explain what managers do in the strategic management process.
- Compare and contrast approaches to goal setting and planning.

Ability Requirements:

- Discuss contemporary issues in planning.
- Discuss the nature and purposes of planning.

Teaching Emphasis:

- Explain what managers do in the strategic management process.

Unit 6 Organizational Structure and Design

6.1 What Are the Six Key Elements in Organizational Design?

6.2 What Are Some Common Organizational Designs?

6.3 What Are Today's Organizational Design Challenges?

Knowledge Requirements:

- Describe six key elements in organizational design.
- Identify the contingency factors that favor either the mechanistic model or the organic model of organizational design.
- Compare and contrast traditional and contemporary organizational designs.

Ability Requirements:

- Discuss the design challenges faced by today's organizations.

Teaching Emphasis:

- Identify the contingency factors that favor either the mechanistic model or the organic model of organizational design.

Unit 7 Managing Human Resources

7.1 What Is the Human Resource Management Process and What Influences It?

7.2 How Do Managers Identify and Select Competent Employees?

7.3 How Are Employees Provided with Needed Skills and Knowledge?

7.4 What Contemporary HRM Issues Face Managers?

Knowledge Requirements:

- Describe the key components of the human resource management process and the important influences on that process.
- Explain how employees are provided with needed skills and knowledge.
- Describe strategies for retaining competent, high-performing employees.

Ability Requirements:

- Discuss contemporary issues in managing human resources.
- Discuss the tasks associated with identifying and selecting competent employees.

Teaching Emphasis:

- Explain how employees are provided with needed skills and knowledge.

Unit 8 Managing Change and Innovation

8.1 What Is Change and How Do Managers Deal with It?

8.2 How Do Managers Manage Resistance to Change?

8.3 How Can Managers Encourage Innovation in an Organization?

Knowledge Requirements:

- Define organizational change and compare and contrast views on the change process.
- Describe what managers need to know about employee stress.

Ability Requirements:

- Discuss techniques for stimulating innovation.

Teaching Emphasis:

- Explain how to manage resistance to change.

Unit 9 Foundations of Individual Behavior

9.1 What Are the Focus and Goals of Organizational Behavior?

9.2 What Role Do Attitudes Play in Job Performance?

9.3 What Do Managers Need to Know About Personality?

9.4 What Is Perception and What Influences It?

9.5 What Contemporary OB Issues Face Managers?

Knowledge Requirements:

- Identify the focus and goals of organizational behavior (OB).
- Describe different personality theories.
- Describe perception and the factors that influence it.

Ability Requirements:

- Discuss learning theories and their relevance in shaping behavior.
- Discuss contemporary issues in OB.

Teaching Emphasis:

- Explain the role that attitudes play in job performance.

Unit 10 Understanding Groups and Managing Work Teams

10.1 What Is a Group and What Stages of Development Do Groups Go Through?

10.2 How Are Groups Turned into Effective Teams?

10.3 What Current Issues Do Managers Face in Managing Teams?

Knowledge Requirements:

- Define group and describe the stages of group development.
- Describe the major concepts of group behavior.

Ability Requirements:

- Discuss how groups are turned into effective teams.
- Discuss contemporary issues in managing teams.

Teaching Emphasis:

- The major concepts of group behavior

Unit 11 Motivating and Rewarding Employees

11.1 What Is Motivation?

11.2 How Do the Contemporary Theories Explain Motivation?

11.3 What Current Motivation Issues Do Managers Face?

Knowledge Requirements:

- Define and explain motivation.
- Compare and contrast early theories of motivation.
- Compare and contrast contemporary theories of motivation.

Ability Requirements:

- Discuss current issues in motivating employees.

Teaching Emphasis:

- Compare and contrast early theories of motivation.

Unit 12 Leadership and Trust

12.1 Who Are Leaders, and What Is Leadership?

12.2 What Do the Contingency Theories of Leadership Tell Us?

12.3 What Is Leadership Like Today?

12.4 Why Is Trust the Essence of Leadership?

Knowledge Requirements:

- Define leader and leadership.
- Compare and contrast early leadership theories.
- Describe the four major contingency leadership theories.

- Describe modern views of leadership and the issues facing today's leaders.

Ability Requirements:

- Discuss trust as the essence of leadership.

Teaching Emphasis:

- Compare and contrast early leadership theories.

Unit 13 Managing Communication and Information

13.1 How Do Managers Communicate Effectively?

13.2 What Communication Issues Do Managers Face Today?

Knowledge Requirements:

- Describe what managers need to know about communicating effectively.
- Explain how technology affects managerial communication.

Ability Requirements:

- Discuss contemporary issues in communication.

Teaching Emphasis:

- Explain how technology affects managerial communication.

Unit 14 Foundations of Control

14.1 What Is Control and Why Is It Important?

14.2 What Takes Place as Managers Control?

14.3 What Should Managers Control?

Knowledge Requirements:

- Explain the nature and importance of control.
- Describe the three steps in the control process.

Ability Requirements:

- Discuss the types of controls organizations and managers use.
- Discuss contemporary issues in control.

Teaching Emphasis:

- Explain the nature and importance of control.

Unit 15 Operations Management

15.1 Why Is Operations Management Important to Organizations?

15.2 How Is Value Chain Management Done?

15.3 What Contemporary Issues Do Managers Face in Managing Operations?

Knowledge Requirements:

- Define operations management and explain its role.
- Define the nature and purpose of value chain management.
- Describe how value chain management is done.

Ability Requirements:

- Discuss contemporary issues in managing operations.

Teaching Emphasis:

- Value chain management



(二) 教学单元对课程目标的支撑关系

教学单元	课程目标	Mastering Four Functions of Management, Planning, Organizing, Leading, Controlling	Applying Management Theory to Explain Realistic Problems	Having the ability to learn the curriculum in English, can read original textbook.	Adhering to classroom discipline, actively participating in classroom learning, and actively participating in classroom interaction.
Unit 1 Managers and Management		√	√		
Unit 2 The Management Environment		√	√		
Unit 3 Integrative Managerial Issues		√	√		
Unit 4 Foundations of Decision Making	√	√	√		
Unit 5 Foundations of Planning	√	√	√		
Unit 6 Organizational Structure and Design	√	√	√		
Unit 7 Managing Human Resources		√	√		
Unit 8 Managing Change and Innovation		√	√		
Unit 9 Foundations of Individual Behavior		√	√		
Unit 10 Understanding		√	√	√	√

Groups and Managing Work Teams				
Unit 11 Motivating and Rewarding Employees		√	√	
Unit 12 Leadership and Trust	√	√	√	
Unit 13 Managing Communication and Information		√	√	
Unit 14 Foundations of Control	√	√	√	
Unit 15 Operations Management		√	√	

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
Unit 1 Managers and Management	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6		
Unit2 The Management Environment	Lecture and Seminar. Case study	Final exam Quizzes Presentation	4		
Unit3 Integrative Managerial Issues	Lecture and Seminar. Case study	Final exam Quizzes Presentation	self-learning		
Unit4 Foundations of Decision Making	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6		
Unit5 Foundations of Planning	Lecture and Seminar. Case study	Final exam Quizzes Presentation	4		
Unit 6 Organizational Structure and Design	Lecture and Seminar. Case study	Final exam Quizzes Presentation	self-learning		
Unit 7 Managing Human Resources	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6		
Unit 8 Managing Change and	Lecture and Seminar. Case study	Final exam Quizzes Presentation	self-learning		

1	40	final exam	40%	30%	30%				100
X1	10	Attendance and Class Participation				100%			100
X2	20	Quiz1&Quiz2	40%	30%	30%				100
X3	30	Project and Presentation		50%	50%				100

评价标准细则 (选填)

考核项目	课程目标	考核要求	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0
1	1/2/3	(1) Mastering Four Functions of Management, Planning, Organizing, Leading, Controlling (2) Applying Management Theory to Explain Realistic Problems (3) Having the ability to learn the curriculum in English, can read original textbook.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of less than 10%.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of about 25%.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of about 40%.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of more than 40%
X1	4	Adhering to classroom discipline,	During the classes, students attend	During the classes, students attend all the	During the classes, students	During the classes, students

		actively participating in classroom learning, and actively participating in classroom interaction.	all the classes, if students can't attend the classes without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	classes, if students can't attend the classes without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	attend all the classes, if students can't attend the classes without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	attend all the classes, if students can't attend the classes without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.
X 2	1/2 /3	(1)Mastering Four Functions of Management, Planning,Organizing,Leading, Controlling (2)Applying Management Theory to Explain Realistic Problems (3)Havingthe ability to learn the curriculum in English,can read original textbook.	In the quiz, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of less than 10%.	In the quiz, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of about 25%.	In the quiz, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of about 40%.	In the quiz, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of more than 40%
X 3	1/2 /3/ 4	(1) Mastering Four Functions of Management,	The content is relatively rich, the structure is complete, the	The content is basically substantial, the structure is	The content is basically substantial, the structure	Part of the information is not accurate

	<p>Planning,Organizing,Leading,Controlling (2) Applying Management Theory to Explain Realistic Problems (3) Having the ability to learn the curriculum in English,can read original textbook. (4) Adhering to classroom discipline, actively participating in classroom learning, and actively participating in classroom interaction.</p>	<p>ideas are clear and explicit, the PPT is concise and clear, the key points are prominent, and the explanation is relatively smooth</p>	<p>relatively complete, the ideas are basically clear, the PPT is concise, clear, and the key points are basically prominent, and the explanation is basically smooth</p>	<p>is basically complete, the ideas are basically clear, the PPT is relatively simple, the key points are not prominent enough, and the explanation is not smooth enough</p>	<p>enough, the ideas are not clear enough, the PowerPoint is too simple, and the explanations do not meet the basic requirements</p>
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六、其他需要说明的问题