**【管理学（双语）】**

SJQU-QR-JW-033（A0）

**【Fundamentals of Management - Bilingual】**

一、基本信息 **Basic information**

**课程代码Course code：** 【2120052】

**课程学分Course mark：** 【 3 】

**面向专业Faculty：** 【工商管理（奢侈品管理专业方向）】

 Business administration - Luxury management

**课程性质Property：** 【院级必修】

**开课院系Responsible：** 【珠宝学院奢侈品管理系】

 Business administration

**使用教材** 【管理学管理，斯蒂芬-罗宾斯,中国人民大学出版社,第10版】

**Teaching material：** Fundamentals of Management, Stephen Robbins

 References：

 【管理学实用教程，张润兴，北京大学出版社，第一版】

**课程网站网址Web：** http://wiki.mbalib.com/wiki/

**先修课程Prior course：** 【Not valid】

二、课程简介 Introduction

Principles of management are the base for students choosing business administration to learn. As the fundamentals for further study of such courses as 1) human resource management, 2) marketing managment, 3) retailing managment, 4) production management, 5) quality management, 6) logistics management, 7) procurement management, 8) project management and so forth, all the students focusing in these areas must fully master basic knowledges of principles of management in advance.

This teaching material, with the title of “Fundamentals of Management”, written by the American well-known Professor Stephen P. Robbins, consists of the following information: 1) managers and management, 2) management environment, 3) decision-making, 4) planning, 5) organising, 6) motivating, 7) leading, 8) communication, and 9) controlling.

We consider that the chosen teaching material is a proven successful text book for students dedicated in the area of business administration.

三、选课建议 Suggestion for selection of the course

The course shall be given before students learning such courses such as human resource management, marketing management and retailing management and so forth.

1. 课程与专业毕业要求的关联性 **Relationship with graduation requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| 编号 | 能力 | 专业毕业要求和指标点 |  |
| LO1 | 表达沟通 | LO11 理解他人观点，尊重他人观点，能在不同场合用书面或口头形式进行有效沟通。 |  |
| **指标点** | LO111 倾听他人意见、尊重他人观点、分析他人需求。LO112 应用书面或口头形式，阐释自己的观点，有效沟通。 | ● |
| LO2 | 自主学习 | LO21 学生能根据环境需要确定自己的学习目标，并主动地通过搜集信息、分析信息、讨论、实践、质疑、创造等方法来实现学习目标。 |  |
| **指标点** | LO211 能根据需要自己确定学习目标，并设计学习计划。LO212 能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。 | ● |
| LO3 | 专业能力 | **LO31 奢侈品市场营销** |  |
| **指标点** | LO311 熟悉珠宝和奢侈品行市场分析和品牌定位的方法，制定品牌营销的战略和策略。LO312 制定完整的营销执行计划，完成营销活动的组织和实施。LO313 熟悉品牌和市场定位方法，并基于市场竞争环境进行市场拓展。LO314 熟悉主要社交媒体操作，掌握网络营销方法和策略。 |  |
| **LO32 经济分析能力** |  |
| **指标点** | LO321 能够运用微观经济学的理论分析的部分经济与商业领域的现象。LO322 能有意识观察现实生活和社会中的经济现象，梳理合理的经济变量及各变量之间相互关系。LO323 能应用经济学理论，定性和定量分析实际经济问题，并预测经济发展趋势。 |  |
| LO33 **奢侈品零售管理** |  |
| **指标点** | LO331 熟悉珠宝和奢侈品店铺管理和客户关系管理。LO332 熟悉消费者行为分析和市场分析的方法，掌握销售的技能，能够与顾客良好的沟通，达成销售。 |  |
| LO34 **财务管理** |  |
| **指标点** | LO341 清楚资金的筹集、投资、运营、分配。LO342 掌握财务计划与决策、财务预算与控制。LO343 具备一定的财务分析与考核等财务管理基本能力。 |  |
| LO35 **项目管理** |  |
| **指标点** | LO351 熟悉项目范围、项目时间、项目成本、项目质量、项目人员管理和业务策划。LO352 熟悉项目风险、项目采购。 | ● |
| LO36 **调查预测能力** |  |
| **指标点** | LO361 熟悉调查方案的策划，调查问卷的设计LO362 掌握常用的资料分析与预测方法LO363 熟悉调查报告的写作 |  |
| LO37 **审美与鉴赏能力** |  |
| **指标点** | LO371 掌握设计和审美的基本理论与基本知识；具备设计能力和审美素养。LO372 了解珠宝和奢侈品发展历史、基本的珠宝和奢侈品鉴赏和不同风格设计的特点，具备一定的珠宝首饰搭配能力。 |  |
| LO4 | 尽责抗压 | LO41遵守纪律、守信守责；适应环境变化，具有耐挫折、抗压力的能力。（“责任”为我校校训内容之一） |  |
| **指标点** | LO411遵纪守法：遵守校纪校规，具备法律意识。LO412 诚实守信：为人诚实，信守承诺，尽职尽责。LO413爱岗敬业：了解与专业相关的法律法规，充分认识本专业就业岗位在社会经济中的作用和地位，在学习和社会实践中遵守职业规范，具备职业道德操守。LO414身心健康，能承受学习和生活中的压力。 | ● |
| LO5 | 协同创新 | LO51 同群体保持良好的合作关系，做集体中的积极成员；善于从创新思维，利用自己的知识与实践来提出新设想。 |  |
| **指标点** | L0511在集体活动中能主动担任自己的角色，与其他成员密切合作，共同完成任务。L0512 有质疑精神，能有逻辑的分析与批判。L0513 能用创新的方法或者多种方法解决复杂问题或真实问题。L0514了解行业前沿知识技术。 |  |
| LO6 | 信息应用 | LO61 具备一定的信息素养，善于收集信息，并能在工作中应用信息技术解决问题。 |  |
| **指标点** | LO611能够根据需要进行专业文献检索。LO612能够使用适合的工具来搜集信息，并对信息加以分析、鉴别、判断与整合。LO613熟练使用计算机，掌握常用办公软件。 |  |
| LO7 | 服务关爱 | LO71 愿意服务他人、服务企业、服务社会；为人热忱，富于爱心，懂得感恩（“感恩、回报、爱心”为我校校训内容之一）。 |  |
| **指标点** | LO711爱党爱国：了解祖国的优秀传统文化和革命历史，构建爱党爱国的理想信念。LO712助人为乐：富于爱心，懂得感恩，具备助人为乐的品质。LO713奉献社会：具有服务企业、服务社会的意愿和行为能力。LO714爱护环境：具有爱护环境的意识和与自然和谐相处的环保理念。 |  |
| LO8 | 国际视野 | LO81 具有基本的外语表达沟通能力与跨文化理解能力，有国际竞争与合作的意识。 |  |
| **指标点** | LO811具备外语表达沟通能力，达到本专业的要求。LO812理解其他国家历史文化，有跨文化交流能力。LO813有国际竞争与合作意识。 |  |

备注：LO=learning outcomes（学习成果）

 五、课程目标/课程预期学习成果（预期学习成果要可测量/能够证明）

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **序号** | **课程预期****学习成果** | **课程目标****（细化的预期学习成果）** | **教与学方式** | **评价方式** |
| 1 | LO112Communica-tion | Be able to communicate in writing and verbally. Be able to compose and perform presentation. | Traditional and/orTask-based teaching and learning | PresentationQ&A |
| 2 | LO212Self-learning | Be able to solve problem by self-learning | Traditional and/orTask-based teaching and learning | ReportHome work |
| 3 | LO351Professional capability | Be able to define objectives and create process of implementation of objectives. | Traditional and/orTask-based teaching and learning | ReportHome work |
| 4 | LO412Responsi-bility | Be honesty. Be a person of integrity. Be able to take responsiliby. | Traditional and/orTask-based teaching and learning | ReportHome work |

六、课程内容 **Table of content**

**Unit 1: Managers and management**

**Content**

1 Managers and organisations

2 Definition of management

3 Responsibilities of managers

4 Functions of management

**Capability requirement**

① Be able to Tell who managers are and where they work..

② Be able to Define management.

③ Be able to Describe what managers do.

④ Be able to Explain why it’s important to study management.

**Key points**

1. Organisation

2. Functions of management

**Unit 2: Management environment**

**Content**

1 External environment

2 Importance of external environment

3 Influence of external environment

4 Organisational culture

**Capability requirement**

① Be able to Explain what the external environment is and why it’s important.

② Be able to Discuss how the external environment affects managers.

③ Be able to Define what organizational culture is and why it’s important.

④ Be able to Describe how organizational culture affects managers.

**Key points**

1. External environment

2. Organisational culture

**Unit 3: Decision-making**

**Content**

1 Decision-making process

2 Approaches to make decisions

3 Types of decisions

**Capability requirement**

① Be able to Describe the decision-making process.

② Be able to Explain the three approaches managers can use to make decisions.

③ Be able to Describe the types of decisions and decision-making conditions managers face.

**Key points**

1 Decision-making process

2 Approaches to make decisions

**Unit 4: Planning**

**Content**

1 Nature and purpose of planning

2 Strategic management process

3 Goal setting and planning

**Capability requirement**

① Be able to Discuss the nature and the purposes of planning.

② Be able to Explain what managers do in the strategic management process.

③ Be able to Compare and contrast approaches to goal setting and planning.

**Key points**

1 Description of planning

2 Goal setting and planning

**Unit 5: Organising**

**Content**

1 Key elements of organisational design

2 Mechanistic model or organic model of organisational design

3 Traditional and contemporary organisational design

**Capability requirement**

① Be able to Describe six key elements in organizational design.

② Be able to Identify the contingency factors that favor either the mechanistic model or the organic model of organizational design.

③ Be able to Compare and contrast traditional and contemporary organizational designs.

**Key points**

Organisational design

**Unit 6: Motivating**

**Content**

1 Definition of motivation

2 Early theories of motivation

3 Contemporary theories of motivation

4 Current issues in motivating employees

**Capability requirement**

① Be able to Define and explain motivation.

② Be able to Compare and contrast early theories of motivation.

③ Be able to Compare and contrast contemporary theories of motivation.

④ Be able to Discuss current issues in motivating employees.

**Key points**

1 Definition of motivation

2 Theories of motivation

**Unit 7: Leading**

**Content**

1 Leader and leadership

2 Early leadership theories

3 Major eontingency leadership theories

4 Trust as the essence of leadership

**Capability requirement**

① Be able to Define leader and leadership.

② Be able to Compare and contrast early leadership theories.

③ Be able to Describe the four major contingency leadership theories.

④ Be able to Discuss trust as the essence of leadership.

**Key points**

1 Leader and leadership

2 Leadership theories

**Unit 8: Communication**

**Content**

1 Definition of communication

2 Communication barriers and ways to overcome

3 Contemporary issues in communication

**Capability requirement**

① Be able to Describe what managers need to know about communicating effectively.

② Be able to Describe communication barriers and ways to overcome

③ Be able to Discuss contemporary issues in communication.

**Key points**

Process of communication

**Unit 9: Controlling**

**Content**

1 Nature and importance of controlling

2 Control process

3 Types of controls

**Capability requirement**

① Be able to Explain the nature and importance of control.

② Be able to Describe the three steps in the control process.

③ Be able to Discuss the types of controls organizations and managers use.

**Key points**

1 Process of controlling

2 Types of controls

八、评价方式与成绩 **Performance evaluation**

|  |  |  |
| --- | --- | --- |
| **总评构成****Items** | **评价方式****Forms of evaluation** | **占比****%** |
| 1 | Final examination | 40% |
| X1 | Daily performance | 20% |
| X2 | Home Works | 20% |
| X3 | Planning Report | 20% |

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