

課程綱要與教學進度

107 學年度第 1 學期

課程名稱：(中文) 管理個案分析 (英文) Analysis of management Cases		開課單位	管院碩專班經營管理組			
		永久課號	IBM 5003			
授課教師：楊千 教授						
學分數	3	必/選修	選	開課年級	一	
先修科目或先備能力：na.						
課程概述與目標： 其目的在於使學生瞭解管理概論、組織行為等課程內容與實務之間的應用關係。 透過管理實際個案在課檔堂之討論，學生除了參與討論外並需練習個案之寫作，此外個案教學之背景與原理也在課程中討論，以個案為基礎的研究也屬本課程內容。						
教科書(請註明書名、作者、出版社、出版年等資訊)	<u>Textbook:</u> Robert F. Hartley, <i>Management Mistakes & Successes</i> , 8 th ed., John Wiley & Sons, 2000. <u>Reference:</u> ●鄧東濱 問題與回應 長河出版社 ●楊千 領導初探, 商周出版社					
課程大綱			分配時數			備註
單元主題	內容綱要	講授	示範	習作	其他 ¹	
I. Introduction	What is a cases study?	9 hours (3 weeks)				
II. Case studies	1. Euro Disney 2. Southwest Airlines 3. Toy & Rus 4. Wal-Mart 5. Continental airlines 6. Midterm 7. Dell Computer 8. United Way 9. McDonald's 10. Maytag 11. Tylenol of J&J 12. Ford & Firestone 13. HP + Compaq 14. Short cases +Discussion	39 hours (13 weeks)				
教學要點概述						
1 學期作業 TBD						
2 考試狀況 TBD						
3.評量方法						
<ul style="list-style-type: none"> ■ In-class mid-term (20%); ■ In-class final exam (20%); ■ Class participation in the form of attendance (20%); ■ A term paper (20%): a maximum of 20 typewritten double-spaced pages. ■ Weekly Assignments(20%) ■ Absence without cause -2% for each count Students in the course should at a minimum revise their papers for submission to a conference. Your adapting work from another course as a basis for the term paper should obtain the permission of the relevant faculty member.						
4.教學方法及教學相關配合事項(如網站、助教、圖書講義及資料庫等)						
Lectures and Case Studies						
師生晤談 (Office Hours)	排定時間	地 點		連絡方式		
	Every Thursday noon (5:30-6:30 pm)	Room D14 (Prof. Yang's office)		professor.yang@gmail.com		

教學進度表		
週次	上課日期	課程進度、內容、主題
1		Housekeeping
2		1. Can Wisdom be Taught? *World Café: setup? Collective wisdom, 1.1 Form Groups, set agreements (Preparation and Documentation) 1.2 Why we are here? Can we do better? 1.3 Assign
3		Customer-Oriented Organizations 1.4 What is management? 1.5 Why management? 1.6 Why organizations? 1.7 How to organize?
4		Management Processes & PDCA 1.8 PDCA 1.9 Management Functions: POSDC 1.10 Four basic things to do for each manager
5		Business Plan & Strategic Planning 1.11 MBO 1.12 RBV 1.13 BSC
6		*How to help your boss? (Guest) 1.14 Followership 1.15 Leadership
7		Corporate Life Cycles 1.16 Life Cycles 1.17 What are common to those long-lived businesses? 1.18 Good Decisions 1.19 Good Executions
8		Conflict Management 1.20 What causes conflict? 1.21 How to cope with the conflicts in the organization? 1.22 How to cope with the conflicts within oneself?
9		Midterm
10		Critical Chains 1.23 Student Syndrome 1.24 Buffers: Project, Junction, Resources 1.25 Discovering your strength
11		*Communications 10.1 Communication Process 10.2 Active Listening 10.3 Timing 10.4 Contents
12		Performance Evaluation 11.1 Why Evaluation? 11.2 Performance and Potential 11.3 Measurement and Categorizations: MBTI, PAEI, etc,
13		Career Planning, Competency Modeling and Succession Plan
14		Time Management
15		Reserved for invited speakers
16		Three Tensions
17		*Crisis Management Business Ethics & Responsibilities: Individual, Group, and Social 16.1 What is ethic? 16.2 Enron 16.3 Social Responsibilities
18		Final exam

備註：1.其他欄包含參訪、專題演講等活動。

2.請同學遵守智慧財產權觀念及勿使用非法影印教科書。