

Kainan University

 Fall SpringDepartment of Business Administration  
Course Schedule

CRN	Course title	Instructor	Subject	grade	Credits	Hours per week
I210M1110	Chinese : 管理心理學	S. C. Shen	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	1 年 A 班 MBA	3	3
	English Management Psychology	Course prerequisites	Business Management, Human Resources Management			
<b>Teaching goal and content</b>	1. Research how to effectively apply psychological knowledge to management practices. 2. Emphasize on both theory introduction and practices. 3. Enable those who are interested in pursuing further study to have basic knowledge and understand where and how to acquire related materials.					
<b>Teaching Methods</b>	V Lecture ◦ <input type="checkbox"/> practical training ◦ V discussion ◦ V question-and-answer ◦ <input type="checkbox"/> others ( ) ◦					
<b>Grading and evaluation criteria</b>	midterm 35 % ◦ final 35 % ◦ Class participation 20 % ◦ others ( ) grade 10 % ◦					
<b>Textbooks</b>	(Author、Title、edition、publisher、publishing place、publishing year、from page to page in sequence) ◦					
	Text Books: Jeffrey S. Nevid, "Essentials of Psychology- Concepts and applications", Houghton Mifflin Company, 2006 林財丁著 管理與商業心理學 滄海書局 2004 年初版 Reference: 1. 俞文釗論著, 王居卿校訂 「管理心理學」五南圖書出版公司 1993 年初版 2. 陳昌文等編著, 劉亦欣校訂 「管理心理學」新文京開發出版公司 2003 年初版 3. A.J.DuBrin, "Industrial Organizational Psychology", John Wily & sons Inc. 2003 華泰文化公司. 4. Stephen P.Robbins, "Organizational Behavior", 10th.edition.2003 5. Paul E. Spector, "Industrial Organizational Psychology -Research and Practice", John Wiley & Sons, 3 <sup>rd</sup> Edi 2003					
<b>Subject introduction (including outline and course schedule) :</b>						

WK 1	The Nature of Management Psychology
WK 2	Psychology and Management
WK 3	Formation of Individual Difference
WK 4	Development of Intelligence and Personality
WK 5	IQ and Personality Test
WK 6	Attitude Formation
WK7	Attitude and Behavior Modification
WK 8	Work Motivation Theories
WK 9	Mid-term EXAM
WK10	Strategies for Improving Morales
WK 11	Creativity Cultivation
WK 12	Leadership and Management Styles
WK 13	The Effective Exercise of Influence
WK 14	Self and Social Perception of a Manager
15	Theory of Collective Behavior
WK16	How to Influence Collective Behavior
WK 17	Frustration and Defense Mechanism
WK 18	~Final Exam~

**Instruction :**

1. The teacher fills in this form before the semester beginning. After verified by the curriculum committee, this form should be copied to give to the conveners who is belong to the same department, the department which the class is belong to, and the office of curriculum planning. Besides, the teacher explains this syllabus to students at the beginning of a semester.
2. This form is approved by the curriculum committee at the forth time on April 23<sup>rd</sup>, 2002

**Convener of the curriculum committee :**

企管系 李文雄 (2)  
主任

**Teacher :**

課務組 郭惠珊  
辦事員