

Kainan University

 Fall SpringDepartment of Business Administration
Course Schedule

CRN	Course title	Instructor	Subject	grade	Credits	Hours per week
101021000	Chinese : 管理心理學	S. C. Shen	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	3 年 A 班 Undergraduate	3	3
	English : Management Psychology	Course prerequisites	Business Management, Human Resources Management			
Teaching goal and content	1. Understand the nature of Management Psychology. 2. Research how to effectively apply psychological knowledge to management practices. 3. Emphasize on both theory introduction and practices.					
Teaching Methods	V Lecture ◦ <input type="checkbox"/> practical training ◦ V discussion ◦ V question-and-answer ◦ <input type="checkbox"/> others () ◦					
Grading and evaluation criteria	midterm 35 % ◦ final 35 % ◦ Class participation 20 % ◦ others (Quizzes) grade 10 % ◦					
Textbooks	(Author、Title、edition、publisher、publishing place、publishing year、from page to page in sequence) ◦					
	Text Books: 林財丁著 管理與商業心理學 滄海書局 2004 年初版 Reference: 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 錢玉芬、洪英正著 「管理心理學」華泰文化公司 1995 年版					
Subject introduction (including outline and course schedule) :						

課務組
辦事員 郭惠嫻課務組
96.3.28
啟文華

- WK1 The Nature of Psychology (心理學的意義和學派)
- WK2 Psychology and Organizational Behavior (心理與組織行為)
- WK3 Motivation Theories (動機理論)
- WK4 Strategies for Improving Morales (士氣激勵)
- WK5 IQ And EQ (智力與情緒智力)
- WK6 Personality Theories and Test (人格理論與測驗)
- WK7 Personality and Selecting Human Resources (人格與人力甄選)
- WK8 Attribution Theories (歸因理論)
- WK9 Attribution and Bias (歸因與偏差)
- WK10 Mid-term Exam
- WK11 Attitude Formation (態度的形成)
- WK12 Attitude and Behavior Modification (態度與行為之改變)
- WK13 Groups and Classification (團體與其類型)
- WK14 Social Influence (社會影響力)
- WK15 Leadership (領導才能)
- WK16 Leader and Follower (領導者與追隨者)
- WK17 Stress (心理壓力)
- WK18 Final Exam

Instruction :

- 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.
- This form is approved by the curriculum committee at the forth time on April 23rd, 2002

Convener of the curriculum committee :

企管系 李文雄
主任 李文雄 (C)

Teacher :

課務組 郭惠嫻
辦事員 郭惠嫻課務組
96.3.28
李文雄