

Kainan University Catalogue

Subject Template

Department	Course	Subject	Credits
Department of Business Administration /BA/ Management / 3			

Subject description:

The course is to provide students with fundamental knowledge of contemporary management including theories, concepts, functions, tools and issues that are needed for their future jobs.

Specifically, after completing the course, students will:

1. Understand five main functions of management including planning, organizing, staffing, leading, and controlling
 2. Develop a more proactive management and leadership style for today's complex organizations.
 3. Be aware of the important factors of current business management such as information technology, workforce diversity, international issues and business ethics.
 4. Understand the process of organizational environment analysis and plan formulation.
 5. Consider evolving management roles dictated by a service and internationally oriented economy, and the need for ongoing productivity improvements
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Semester Offered :	2	Prerequisites: N/A
Name of Instructor:	Dr. Kuan-Chang Kuo (郭冠樟)	

Required readings:

Essentials of Contemporary Management,, Gareth Jones & Jennifer George, .McGraw Hill Irwin, 2004.

Financial News paper or magazine, textbook website: <http://www.mhhe.com/jones1e> , and calculators are strongly recommended in this class. The online study tool provided by textbook's website is helpful in preparing the exams and quizzes. Students are strongly encouraged to take advantage of the contents of the website.

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