

<b>Course number</b>		U-LAS06 10011 LE44					
<b>Course title (and course title in English)</b>		Introduction to Management-E2 Introduction to Management-E2		<b>Instructor's name, job title, and department of affiliation</b>		Graduate School of Economics Program-Specific Senior Lecturer,CHUNG-MOYA , Emily	
<b>Group</b>		Humanities and Social Sciences		<b>Field(Classification)</b>		Jurisprudence, Politics and Economics(Foundations)	
<b>Language of instruction</b>		English		<b>Old group</b>		Group A	
				<b>Number of credits</b>		2	
<b>Number of weekly time blocks</b>		1		<b>Class style</b>		Lecture (Face-to-face course)	
				<b>Year/semesters</b>		2025 • First semester	
<b>Days and periods</b>		Tue.1		<b>Target year</b>		All students	
				<b>Eligible students</b>		For all majors	
<b>[Overview and purpose of the course]</b>							
<p>This course is designed to introduce students to the fundamental principles of managing business organizations. Students will be exposed to management concepts, models, contexts, and practices. They will learn to apply management theory and conduct research to critically analyze and creatively solve real-life management problems. They will also learn to make and evaluate managerial decisions while considering cultural and ethical issues in a diverse and internationalized world.</p>							
<b>[Course objectives]</b>							
<p>After the course, students should be able to:</p> <ul style="list-style-type: none"> <li>- Understand and explain the main concepts, theories and approaches of management</li> <li>- Evaluate and analyze concrete management phenomena, dilemmas and decisions</li> <li>- Reason and apply the knowledge gained to a range of examples and situations</li> </ul>							
<b>[Course schedule and contents)]</b>							
<p>The course is taught via a 90-minute seminar each week (involving a short lecture, discussions, and/or student presentations), over a period of 15 weeks (i.e., 14 classes, plus one feedback session). The following overview of the weekly content may be subject to adjustments.</p> <p>Week 1 - Introduction to the Course and Assessments</p> <p>Week 2 - Introduction to business management, history, and trends</p> <p>Week 3 - Understanding consumer behaviour</p> <p>Week 4 - Product and brand management</p> <p>Week 5 - Managing service products and customer service</p> <p>Week 6 - Marketing management and communication</p> <p>Week 7 - Managing servicescapes/retailsapes</p> <p>Week 8 - Human resource management and leadership</p> <p>Week 9 - Auditing and strategic management</p> <p>Week 10 - Managing diversity and international business management</p> <p>Week 11 - Managing company/business performance</p> <p>Week 12 - Managing relationships and building loyalty. Customer complaints handling and recovery</p> <p>Week 13 - Presentations</p> <p>Week 14 - Revision / Exam Preparation</p> <p>Week T.B.A. - Feedback</p>							
<p>Total : 14 classes, plus 1 Feedback session</p> <p style="text-align: right;">Continue to Introduction to Management-E2(2)</p>							

## Introduction to Management-E2(2)

### [Course requirements]

Knowledge of management is not a requirement to enrol in this course. However, the classes will be delivered in English. Students should have adequate language proficiency to ACTIVELY PARTICIPATE in the class.

### [Evaluation methods and policy]

- 30% Active Participation and Weekly Preparation/Homework Submissions

Students are expected to prepare for class by completing assigned tasks. They are also expected to actively participate in class discussions and share their thoughts and experiences in relation to topics discussed in class.

IMPORTANT NOTE: Four (4) unexcused absences or nonsubmissions would automatically result in a ZERO (0) for this assessment.

- 30% Final Presentation & Written Report

Students will conduct an 'audit' on a company in Kyoto and deliver their findings in a summary presentation and written report.

- 40% Final Exam

Students will sit an exam at the end of the semester during the official examination period where they will complete a set of essay and short answer questions on management topics covered during the semester.

### [Textbooks]

Instructed during class

( Related URL )

<https://open.umn.edu/opentextbooks/textbooks/34>( Principles of Management)

### [Study outside of class (preparation and review)]

Students are expected to spend at least 90 minutes outside of class each week on class preparation, readings, and review.

### [Other information (office hours, etc.)]

By appointment via email