

Macao Polytechnic Institute
School of Business
Bachelor of Management

Module Outline
Academic Year 2020/2021 Semester 2

Learning Module	Selected Topics in Management		Class Code	MGMT4160-421/422	
Pre-requisite (s)	Nil				
Language of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours	45 hrs
Instructor	Jennifer Gao		E-mail	jennifergao@ipm.edu.mo	
Office	M521, Meng Tak Building, Main Campus		Telephone	85993344	

Description

This course provides a comprehensive examination of particular issues in management through case studies and literature reviews. It is designed to provide students with an understanding of the controversial topics in human resource management, organizational behavior, leadership, marketing management, corporate governance, and some current issues. It covers many complicated issues in the contemporary management field. While presenting different perspectives, the intention is to familiarize the students with various view points, and to explore their inspiration and interest.

Learning Outcomes

After completing the course, students will be able to:

1. Differentiate views toward issues and problems encountered in the field of human resource management;
2. Analyze various perspectives about issues and problems encountered in the field of organizational behavior;
3. Critique contradictory opinions on issues and problems encountered in the field of leadership;
4. Examine distinctive perceptions of issues and problems encountered in the field of marketing management;
5. Review board's function and CSR in the field of corporate governance;
6. Explore controversy in some current issues; and
7. Analyze, discuss and summarize their own opinions about those problems and issues.

Content

Part One: Selected Topics in Human Resource Management

1. Discrimination and Affirmative Action (3 hours)
 - Case I: Diversity or Discrimination
 - Case II: Unpaid Internships
2. Labor Relations and Justice (3 hours)
 - Case: Foxconn's Employment Practices

Part Two: Selected Topics in Organizational Behavior

1. Effective Communication (3 hours)
 - Case: Johnson and Johnson: A Dispute with the American Red Cross
2. Managing Diversity (3 hours)
 - Case: Managing Diversity in Lenovo

In-class Case Study (I) (3 hours)

Part Three: Selected Topics in Leadership

1. Effective Leadership Styles (3 hours)
 - Case: The Two Faces of Steven Jobs
2. Women in Management (3 hours)
 - Case: Otsuka Kagu: The Virtues of Being Modern

Part Four: Selected Topics in Marketing Management

1. Sustainable Marketing – Global Problems and Opportunities (3 hours)
 - Case I: Will Covid-19 Be the End of Luxury Retail?
 - Case II: Teens and Jeans: Clothing in Transition
2. Online Shopping (3 hours)
 - Case: The Challenge of Trust

In-class Case Study (II) (3 hours)

Part Five: Selected Topics in Corporate Governance

1. Merger and Acquisition (3 hours)
 - Case: AT&T: A Proposed Merger with T-Mobile
2. Corporate Social Responsibility (3 hours)
 - Case: CSR at Starbucks

Part Six: Current Issues

1. Government's Role (3 hours)
 - Case: Shutting Down Government: Consequences for the American Economy
2. International Business (3 hours)
 - Case I: The Bid for TikTok: A New Partnership with Oracle
 - Case II: What can save the USPS?

Final Exam (3 hours)

Teaching Method

This course is delivered through a series of lectures which covers all the topics.

Relevant cases are distributed to encourage student group discussion. Students are also encouraged to read other management related textbooks.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who do not meet the attendance requirements for the course shall be awarded an ‘F’ grade.

Assessment

This course is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	Item	Description	Percentage
1.	In-class Exercise	Chapter review questions	20%
2.	Case Studies	Read cases and answer case-related questions	20%
3.	Group Project	Discuss controversial issues	20%
4.	Final Exam	Answer case-related questions	40%
Total Percentage:			100%

Plagiarism Policy

When a student submits an assignment, he has a duty to ensure that his assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.”

Teaching Material(s)

Handouts (materials selected and edited by instructor)

Reference(s)

Journal of Management

Academy of Management Journal

Other Human Resource Management, Leadership, Organizational Behavior, and Marketing Management textbooks