

EBA106 Management

S1. Course Introduction

Dr. Yuankun Luo





Wake me up in Spring.

Outline

- Warm-up
- Open Discussions
- Course Briefing

Self Introduction

Assistant Professor, Department of
Information Systems and Management
Engineering (ISME), College of Business
(CoB), SUSTech

My office hour @405 School of Business:
Tuesday 15:00-17:00, by appointment
Contact: luoyk3@sustech.edu.cn

 Yuankun Luo
 Assistant Professor
 luoyk3@sustech.edu.cn
 [Personal Homepage](#)



Dr. Yuankun Luo joined the College of Business in 2020 and is currently an Assistant Professor at Southern University of Science and Technology. He obtained his PhD degree in Manufacturing Management from the Institute for Manufacturing (IfM), University of Cambridge. His current research interest lies in industrial upgrading and region-based business ecosystem, especially investigating long-term regional growth from complex industrial phenomena so as to understand changes of regions from embedded industrial and information systems. With a multi-disciplinary educational background, he dedicates himself to teaching and research by organically integrating theoretical domains including Economics, Geography, Information System and Management.

Educational Background

2015-2019: PhD Student, Institute for Manufacturing (IfM) and Girton College, University of Cambridge

2013-2014: Master Student, Department of Asian and Policy Studies, The Hong Kong Institute of Education (Renamed as The Education University of Hong Kong in 2016)

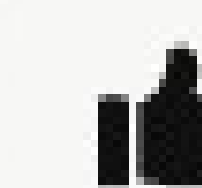
2009-2012: Undergraduate Student, Department of Economics, University College London (UCL).

Research Interest

Business/Innovation Ecosystem, Regional Growth, Industrial Upgrading, Digital Transformation



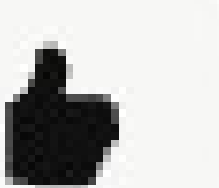
How about you?





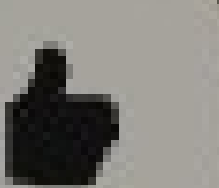
This course will introduce you to:

- core concepts and models of management theories
- real-life management cases



The purpose of this course:

- to help you understand how Organizations work and how Managers Plan, Organize, Lead and Control them

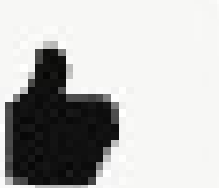




Benefits for taking this course:

Strengthen you Soft Skills!

Soft skills are as important as your hard/technical skills for your career development



Outline

- Warm-up
- Open Discussions
- Course Briefing



Why management is important?

Hard for AI to replace

I think management studies can help me do well in business in the future.

key to teamwork at any part of business

no rules no peace, and management is the principle of obeying the rule

social tasks need management

It is a good tool for managing group presentation now for us at school

a group will be in disorder

When there are multiple people in a business, it is hard to make sure everyone contributes to the company. Therefore management is needed.

Why management is important?

Useful in team works

Can help you in the company and team condition. It's an important skill in soft ability.

In my experience of team project, i realise the leader is important for the whole project. Management can let me understanding the basic logic of managing for team so that i can cultivating the skills.

I've been a leader of 5 in latest winter vacation, and I thought there was a dramatic space for me to adventure. And I'm going to lead a group after our club's extension, so management is important.

Answers from AI assistant:

- Goal Achievement
- Resource Optimization
- Decision-Making
- Organizational Efficiency
- Risk Management
- Coordination and Collaboration
- Adaptability to Change
- Motivation and Team Building
- Customer Satisfaction
- Continuous Improvement





Self-managment: you are the manager of your own

Any Management Issue associated with NEZHA2?

need high ability of cooperation

communication of different departments

Too much power given to the evil peach(if he was not secretly authorized from superiors).

The leader in the movie like 无量仙翁. He make the 龙王三兄弟 become his people. He also use some strategy to manage the 阐教

Playing arrangements in cinema/Release and public voice control of other movies.

Consumer and Market Management, budget, innovation and commercial

JiaoZi should manage different art departments to complete the film

How it manage its initial dispersion before it is on

Any Management Issue associated with NEZHA2?

managing the publicity

The mangement of wine
in 天庭 is bad.



The creator of the "Ne Zha" series, Chengdu Cococartoon

参与公司



哪吒之魔童闹海

2025-01-29 09:00中国大陆上映

累计票房61.99亿

出品 5



成都可可豆动画影视有限公司



北京光线传媒股份有限公司



北京光线影业有限公司



成都自在境界文化传媒有限公司



北京彩条屋科技有限公司

发行 1



北京光线影业有限公司

联合发行 1



中影数字电影发展（北京）有限公司

宣传营销 1



北京彩条屋科技有限公司(宣传)

Production Companies of Nezha 2



Comparison between two top-tier film production companies in China



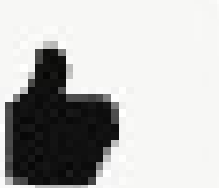
Outline

- Warm-up
- Open Discussions
- Course Briefing



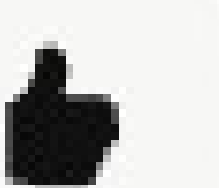
Assessment criteria

Requirement	Weight	Description
Participation	35%	Attendance (15%) + Assignments (20%)
Team project	25%	Team presentation (10%) + Team report (15%)
Mid-term quiz	10%	Multiple-choice questions
Final Exam	30%	Multiple-choice questions + Short essay questions



Week	Session	Date	Content	Key points	Reference textbooks	Assignments	
1,2	1	18-Feb	Course introduction and warm-up discussion	Development of Management studies	MGMT-1, OB-1, Robbins-1 MGMT-2, Robbins-1 MGMT-3, OB-2, Robbins-7 MGMT-4, Robbins-5 MGMT-5, Robbins-8	1	
	2	20-Feb	Basic concepts of management				
	3	27-Feb	History of management				
3,4	4	4-Mar	Organisational environments and cultures				
	5	6-Mar	Ethics				
5,6	6	13-Mar	Planning	Planning	MGMT-5, OB-6, Robbins-2 MGMT-6, Robbins-9 MGMT-6 MGMT-7, OB-16, Robbins-6 MGMT-8, Robbins-3	2	
	7	18-Mar	Decision making				
	8	20-Mar	Organisational strategy				
	9	27-Mar	Strategic management				
7,8	10	1-Apr	Innovation and changes				
	11	3-Apr	Global management			3	
	12	10-Apr	Individual mid-term quiz				
9,10	13	15-Apr	Organisation structure and design	Organising	MGMT-9, OB-16, Robbins-11 MGMT-10, OB-10, Robbins-12 MGMT-11, OB-17, Robbins-13 MGMT-12, OB-9, Robbins-4	3	
	14	17-Apr	Managing work teams				
	15	24-Apr	Human resource management				
	16	29-Apr	Managing diversity				
11,12	17	8-May	Communication	Leading	MGMT-15, OB-11, Robbins-14 MGMT-13, OB-7, Robbins-17 MGMT-14, OB-12, Robbins-16	4	
	18	13-May	Motivation				
	19	15-May	Leadership				
13,14	20	22-May	Control	Controlling	MGMT-16, Robbins-18 MGMT-17 OB-14		
	21	27-May	Managing Information,Service and Manufacturing Operations				
	22	29-May	Conflicts and negotiations				
15,16	23	5-Jun	Team presentations				

Term-time Schedule



References:

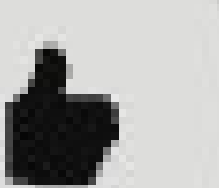
- **MGMT Principles of Management by Chuck Williams**

Stephen P. Robbins, Mary Coulter-Management, 11th Edition -Prentice Hall (2011)

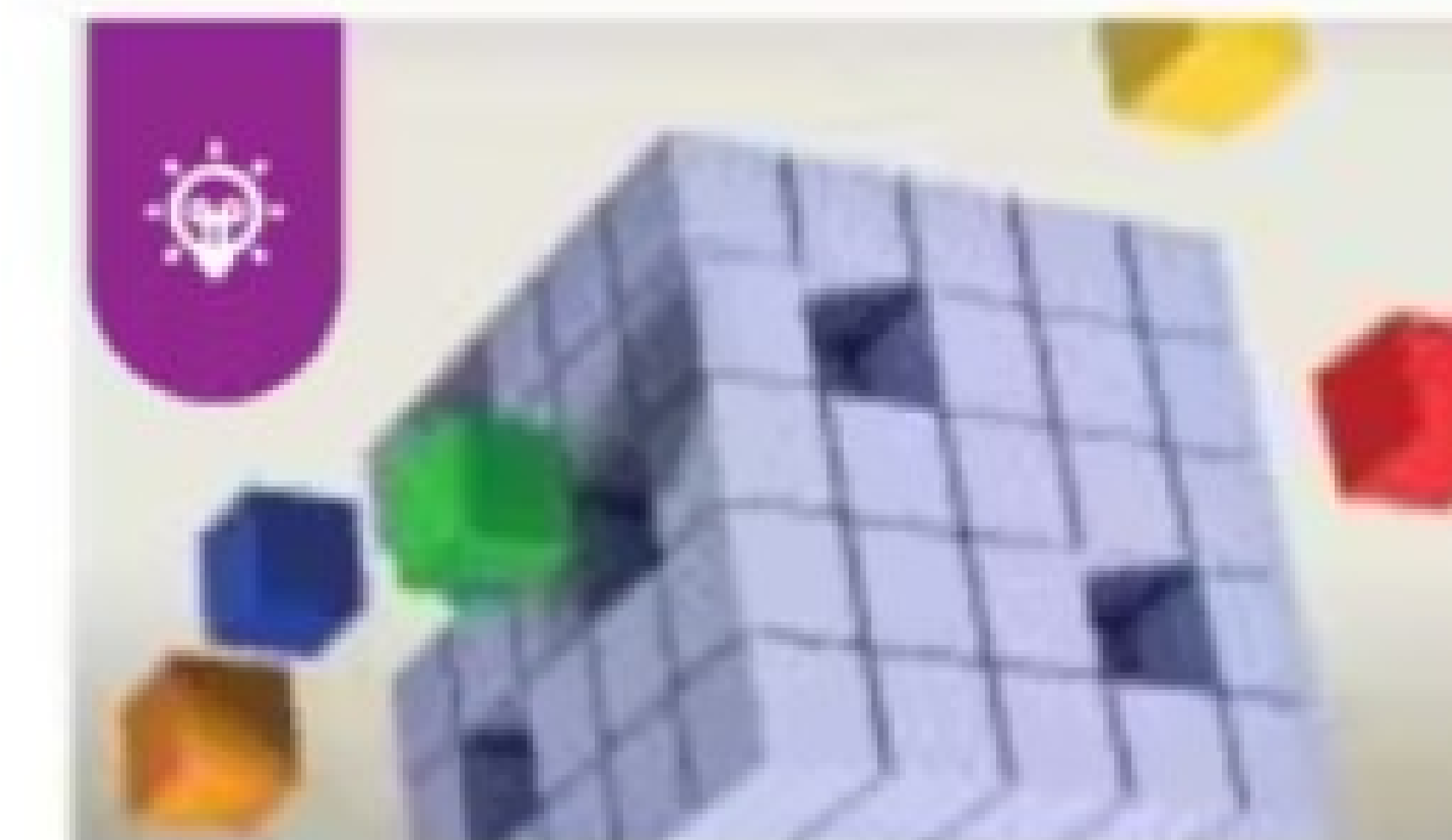
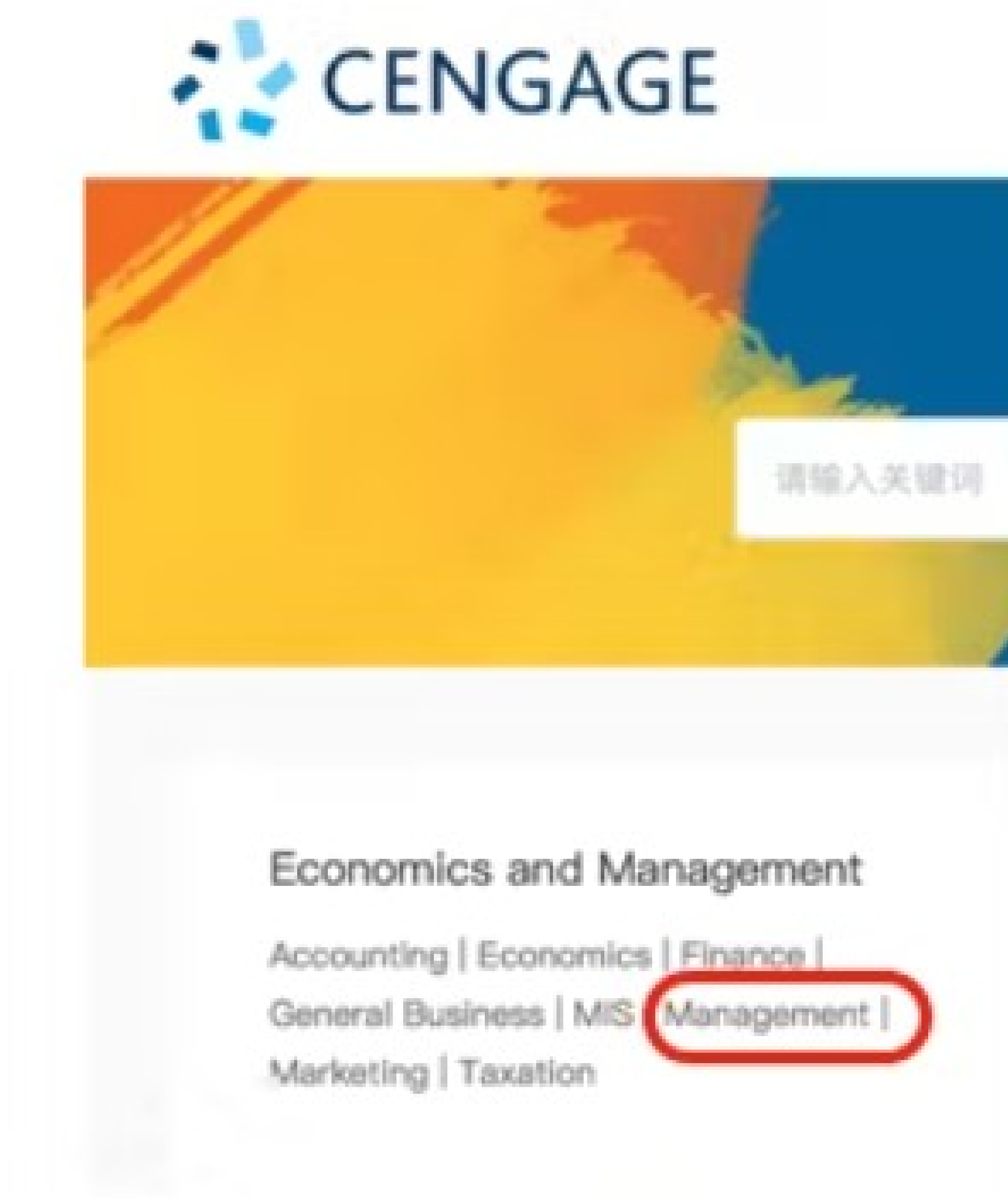
Michael A Hitt, Stewart Black, Lyman W Porter-Management, 3rd Edition -Prentice Hall (2011)

Organizational Behavior by J. Stewart Black, David S. Bright, Donald G. Gardner, Eva Hartmann

The Practice of Management by Peter Drucker



Textbook



MGMT 管理学原理
Williams

进入资源

已购买

<http://cengagetc.cnperreading.com>





What's next?

S2: Basic Concepts of Management

Questions for you to preview:

1. What are the functions of management?
2. What are the main purposes of management?
3. Explain different types of managers.

