

SYLLABUS

1. Course name: INDUSTRY MANAGEMENT

Course code: IDMA322245

2. Credits: 2 (2/0/4)

Duration: 15 weeks (30h main course and 60h self-study)

3. Instructors:

1/ M.Eng. Luu Van Quang

2/ PhD. Nguyen Phan Thanh

4. Course conditions

Prerequisites: Project Management

Corequisites: N/A

5. Course Description

Industry management towards business management provides students the knowledge about enterprises, how to manage and do business with them for potential managers. The students are equipped a technical platform in order to integrate fast in starting a business as well as in managing enterprises for future. They are helped to reach good vision capable of improving their income, that is, the ability to get rich, after leaving school.

6. Course Goals

(Industrial management towards business management)

Goals	Goal description <i>(This course provides students:)</i>	ELOs
G1	The ability to apply mathematics, information technology into management and business. Skills to analyze, select and manage possible options in all technical aspects.	1.1, 1.2, 2.3
G2	The ability to analyze and make arguments about technical issues. The ability to reach comprehensive and systematic thinking about business management. Skills to manage time, master business knowledge so that students can contribute more effectively for the economic growth of enterprise where they serve in future. The pieces of knowledge concerning management and business may help students to plan their own future career.	3.1, 3.2, 2.5
G3	Skills in teamwork. Skill to communicate effectively using texts, graphics, and presentations. Reading comprehension skills in English materials.	3.1, 3.2, 3.3
G4	The ability to master knowledge about the types of business in order to response their requirements as much as possible. The ability to master the functions of managers. The ability to plan management activities in enterprises.	1.3

7. Course Learning Outcomes (CLOs)

CLOs	Description (After completing this course, students can have:)	Outcome
G.1	Time and schedule management.	1.1, 1.2, 2.3
G.2	Analyze and make decisions to select possible options.	3.1, 3.2, 2.5
G.3.1	Skills in teamwork to discuss and deal with relevant issues.	3.1, 3.2
G.3.2	Reading comprehension skills in English terms or concepts.	3.3
G.4.1	Work as manager in enterprise.	1.3
G.4.2	Set up, plan and manage marketing activities.	1.3

8. Study materials

- Textbooks:

1. ThS. Lru Văn Quang; *Giáo trình “Quản lý công nghiệp”*; ĐH SPKT Tp HCM, 2016.

- References:

1. Đồng Thị Thanh Phương; *Quản trị doanh nghiệp*; NXB Thống kê, 2014.
2. Hoàng Minh Thái; Nguyễn Hương Lan; *Kinh tế doanh nghiệp*; NXB Thế giới- Hà Nội, 2013.
3. Nguyễn Xuân Thủy, Đồng Thị Thanh Phương; *Kỹ thuật ra quyết định quản trị*; NXB Thống kê, 2015.
4. Nguyễn Thanh Liêm ; *Quản trị sản xuất*; NXB Tài chính, 2012.
5. Xavier RICHER ; *Economie de l’entreprise*, 4e Edition;; McGraw Hill 2015.
6. Louis E. Boone; David L.Kurtz; *Contemporary marketing*; Thomson south-western 2015.
7. Kneale T. Marshall; Robert M. Olivier; *Decision making and forecasting*; McGraw Hill 2015
8. Claude DEMEURE; *Vente, Action commercial*; Editions Dalloz, 2012

9. Student Assessments

- Grading points: 10

- Planning for students assessment is followed:

Type	Contents	Linetime	Assessment techniques	CLOs	Rates (%)
Midterm Exam					
Exam01	The situations in management	Week 5	Given situations		0
Exam02	- 3 problems to make decisions - Mathematics models to solve problems to make decisions	Week 9	Assignments		15
Exam03	- PERT	Week 12	Assignments		15

	- CPM - GANTT				
Exam04	Requirements: - Following chapters 6, 7, 8	week 15	Presentation		30
Final Exam					
	Requirements: - Following chapters 1, 8	Week from 17 to 19	Essay		40

10. Course details:

Weeks	Contents	CLOs
1	<i>Chapter 1: GENERAL CONCEPTS ON MANAGEMENT</i>	
	A/ Contents and teaching methods: (2) Contents: 1. Management Teaching methods: + Theoretical lectures + Presentation	
	B/ Self-study contents: (4) + Search on Internet successful managers.	
2	<i>Chapter 1: GENERAL CONCEPTS ON MANAGEMENT (Cont'd)</i>	
	A/ Contents and teaching methods: (2) Contents: 2. Business 2.1. Concept 2.2. Enterprise Teaching methods: + Theoretical lectures + Presentation + Group discussion	
	B/ Self-study contents: (4) + Search on Internet unsuccessful managers	
3	<i>Chapter 1: GENERAL CONCEPTS ON MANAGEMENT (Cont'd)</i>	
	A/ Contents and teaching methods: (2) Contents: 2. Business 2.2. Enterprise 2.3. Industrial management Teaching methods:	

	<ul style="list-style-type: none"> + Theoretical lectures + Presentation + Group discussion 	
	<p>B/ Self-study contents: (4)</p> <ul style="list-style-type: none"> + Search on Internet successful managers. 	
4	<p>Chapter 1: GENERAL CONCEPTS ON MANAGEMENT (Cont'd)</p> <p>A/ Contents and teaching methods: (3)</p> <p>Contents:</p> <ul style="list-style-type: none"> 3. Management functions_ Managers 3.1. Management functions <p>Teaching methods:</p> <ul style="list-style-type: none"> + Theoretical lectures + Presentation + Discussion : Analyze why the managers become successful. 	
	<p>B/ Self-study contents: (4)</p> <ul style="list-style-type: none"> + See CEO, Asian Managing programs on TV channel FBNC 	
5	<p>Chapter 1: GENERAL CONCEPTS ON MANAGEMENT (Cont'd)</p> <p>A/ Contents and teaching methods: (2)</p> <p>Contents:</p> <ul style="list-style-type: none"> 3. Management functions_ Managers 3.2. Managers <p>Teaching methods:</p> <ul style="list-style-type: none"> + Theoretical lectures + Presentation + Group discussion 	
	<p>B/ Self-study contents: (4)</p> <ul style="list-style-type: none"> + See CEO, Asian Managing programs on TV channel FBNC 	
6	<p>Chapter 2: THEORY TO MAKE DECISIONS</p>	
	<p>A/ Contents and teaching methods: (2)</p> <p>Contents:</p> <ul style="list-style-type: none"> 1. Overview on theory to make decisions 2. The steps in theory to make decisions <p>Teaching methods:</p> <ul style="list-style-type: none"> + Theoretical lectures + Presentation + Group discussion 	

	<p>B/ Self-study contents: (4) + Review</p>	
7	<p>Chapter 2: THEORY TO MAKE DECISIONS (Cont'd)</p>	
	<p>A/ Contents and teaching methods: (2) Contents: 3. Environments for making-decisions 4. Mathematics models to solve making-decisions problems Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	
	<p>B/ Self-study contents: (4) + Do homework assignments in textbook</p>	
8	<p>Chapter 2: THEORY TO MAKE DECISIONS (Cont'd)</p>	
	<p>A/ Contents and teaching methods: (2) Contents: 5. Marginal Analysis 6. Decision tree 7. Benefit theory 8. Making-decisions depending on many factors Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	
	<p>B/ Self-study contents: (4) + Do homework assignments in textbook</p>	
9	<p>Chapter 3: TIME AND SCHEDULE MANAGEMENT</p>	
	<p>A/ Contents and teaching methods: (2) Contents: 1. Job network 2. Program Evaluation and Review Technique PERT Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	

	<p>B/ Self-study contents: (4) + Do homework assignments in textbook</p>	
10	<p>Chapter 3: TIME AND SCHEDULE MANAGEMENT (Cont'd)</p>	
	<p>A/ Contents and teaching methods: (3) Contents: 3. Critical Path Method CPM Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	
	<p>B/ Self-study contents: (4) + Do homework assignments in textbook</p>	
11	<p>Chapter 3: TIME AND SCHEDULE MANAGEMENT (Cont'd)</p>	
	<p>A/ Contents and teaching methods: (2) Contents: 4. Chart method GANTT and diagonal chart Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	
	<p>B/ Self-study contents: (4) + Do homework assignments in textbook</p>	
12	<p>Chapter 4: BASIC MARKETING</p>	
	<p>A/ Contents and teaching methods: (2) Contents: 1. Outline about marketing 2. Marketing mix 3. The fields to apply marketing Teaching methods: + Theoretical lectures + Presentation + Group discussion</p>	
	<p>B/ Self-study contents: (4) + Read and prepare for Chapters 6, 7, 8, 9 (according to student groups' choice)</p>	

	Chapter 5: PRICE	
13	A/ Contents and teaching methods: (2) Contents: <ol style="list-style-type: none"> 1. Enterprise and price 2. The method to determine price Teaching methods: <ul style="list-style-type: none"> + Theoretical lectures + Presentation + Group discussion 	
	B/ Self-study contents: (4) + Read and prepare for Chapters 6, 7, 8, 9 (according to student groups' choice)	
	Chapter 5: PRICE (Cont'd)	
14	A/ Contents and teaching methods: (2) Contents: <ol style="list-style-type: none"> 3. Strategies on price về giá 4. Solutions for applicable problems Teaching methods: <ul style="list-style-type: none"> + Theoretical lectures + Presentation + + Group discussion 	
	B/ Self-study contents: (4) + Read and prepare for Chapters 6, 7, 8, 9 (according to student groups' choice)	
	Chapter 6: PRODUCT Chapter 7: PLACE Chapter 8: PROMOTION	
15	A/ Self-study contents: (2) Contents: <ol style="list-style-type: none"> 1. Product 2. Place 3. Promotion Review Teaching methods: <ul style="list-style-type: none"> + Theoretical lectures + Presentation + Group discussion 	
	B/ Self-study contents: (4) + Review under lecturer's guide	

11. Learning ethics:

- Home assignments and projects must be done by the students themselves. Plagiarism found in the assessments will get zero point

12. First approved date:

13. Approval level:

Dean

Department

Instructor

**Assoc. Prof. PhD.
Nguyen Minh Tam**

**Assoc. Prof. PhD. Truong
Dinh Nhon**

M.Eng. Luu Van Quang

14. Syllabus updated process

1st time: Updated content dated	Instructors Head of department:
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