



課 綱 Course Outline  
企業管理學系碩士班

中文課程名稱 Course Name in Chinese	企業管理講座				
英文課程名稱 Course Name in English	Topics on Business Management				
科目代碼 Course Code	BM_6560Z	班 別 Degree	碩專班 Master's program		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	無				
課程目標 Course Objectives					
經營環境複雜多變，管理理論與應用日趨多元。管理觀念不會永遠有效，之所以發揮重大影響力，在於當時能切合環境需要，解決社會面臨的迫切問題。本課程旨在透過本系師資專長，引領學生掌握當前重要的管理議題與研究方法					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀與現代管理專業之企業經理人 Cultivating international perspectives and modern management expertise of corporate managers.				
2	培養企業創新與管理能力之專業經理人 Cultivating professional managers and management capabilities of Enterprise Innovation				
3	培養理論與本土實務分析運用能力之專業經理 Cultivating theoretical and practical analysis of the ability to use local professional managers				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	具備企業管理理論的核心專業知識 Having core business management theory expertise			○	
B	具備邏輯思考與企業經營管理問題解決的能力 Having ability to think logically and business management problem solving			○	

C	具備領導、溝通協調與團隊運作的能 Having leadership, the ability to communicate and coordinate operations with the team	○
D	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄 Having ability to use information technology appropriately to foster business of strategizin	
E	具備企業倫理以奠定經營觀念之認知與堅持 Having business ethics in order to lay the concept of cognitive operations and persistence	○
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
課程以單元方式由各授課老師以其專精，引領學生從及時性、特定性、效用性、可行性等面向，探討經營管理領域的研究議題將如何改變世界		
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
由企業管理系全體老師參與授課。		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
1. 專題報告60% 2. 課堂參與40		
其他 Miscellaneous		