



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	專題講座(二)		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Special Topics in Seminar (II)			
科目代碼 Course Code	TRLS52030	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)	1.0/2.0	
授課教師 Instructor	/李易儒			
先修課程 Prerequisite				
課程描述 Course Description				
<p>本課程透過安排產、官、學界演講者，做研究工具、知識理論與實務個案的分享，豐富學生對觀光、休閒、遊憩產業相關議題、趨勢及實踐成果的認識，啟發學生獨立思考、發展研究議題的能力。以專題講座與互動討論為主，演講時間與地點，會依據受邀講者的時間而有所調整，盡量於演講一周前於東華e學苑上做更新，請同學自行上網查詢確認。</p>				
課程目標 Course Objectives				
<p>本課程主要目的為邀請校內與校外演講者帶領碩班學生了解有關觀光休閒遊憩研究相關的基本技巧，研究趨勢與產業現況。</p>				
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	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism、recreation and leisure.			○
B	具備多元邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.			○
C	具備跨文化領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.			
D	具備國際視野以及外語溝通的能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.			○
E	善用資訊科技進行資訊搜尋、分析與統整 To Use of technology for information gathering, analysis and integration.			○
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 To Develop "deep recreation experience" of tourism and recreation management and planning knowledge.			○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識 To Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge			○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識 To Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.			○
圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated				
授課進度表 Teaching Schedule & Content				
週次 Week	內容 Subject/Topics			備註 Remarks
1	課程與行政分配介紹			
2	專題講座			

3	No Seminar	
4	No Seminar	
5	調整放假	
6	專題講座	
7	專題講座	
8	No seminar	
9	專題講座	
10	專題講座	
11	專題講座	
12	No seminar	
13	No seminar	
14	專題講座	
15	No seminar	
16	專題講座	
17	開國紀念日	
18	No seminar	

教學策略 Teaching Strategies

- 課堂講授 Lecture
  分組討論 Group Discussion
  參觀實習 Field Trip  
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL)
  團體合作學習(TBL)
  解決導向學習(SBL)  
 翻轉教室 Flipped Classroom
  磨課師 Moocs

社會責任(Social Responsibility)

- 在地實踐 Community Practice
  產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
  跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	30%								出席率、互動提問
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	40%								反思回饋
其他 Miscellaneous (行政支援)	30%								演講相關行政協助

評量方式補充說明

Grading & Assessments Supplemental instructions

個人反思回饋8次 (40%; 5 point/次):

修課學生須在演講完五天後於e學苑系統繳交一份反思回饋電子檔並於頁尾註記當天所提問之問題與發想，老師整理後會放置e學苑提供相互觀摩。

若以中文撰寫：請撰寫一頁A4紙長度，12字型大小之標楷體，1.5行距，左右對齊。

If you want to write in English: one page A4, Times New Roman 12 font size, 1.5 line spacing, and align to both sides.

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.  
Personal website can be listed here.)

### 其他補充說明 (Supplemental instructions)

國際商管認證說明：學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中，學習成效確保 (Assurance of Learning, AOL) 可謂其重中之重的一部分。AOL可概述為設計或檢討出一套有效的學習成效評價體系，透過全院師生的共同努力，試圖將學生的教育成效提升至與學院的教育使命 (Mission) 和各學制與系所的教學目標 (Learning Goals) 和目的 (Learning Objectives) 一致。其中，學院的教育使命與各學制與系所的教學目標和目的環環相扣、緊密連結，並以精心選出的種子課程評測同學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

AACSB information: College Mission, Learning Goals, and Learning Objectives College Mission The College of Management (COM) emphasizes internationalization, education, and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and can integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3- execution, LG4-global vision, and LG5-ethics.

This course is Special Topics in Seminar to help graduate students achieve LG4, which is measured by the LO 4.1 and LO 4.2.

Learning Goal (LG4): Global vision

Learning Objectives (LOs): 4.1 Determine the impact of globalization on the markets g; 4.2 Equipped with the sensitivity of cross-cultural management

Measurement: The evaluation of the learning effectiveness of the course is the individual reflection for each talk for LO 4.1 and LO 4.2.

The following rubrics will be used to evaluate the students by the individual reflection for the intended learning objectives of AOL.

LO 4.1- Determine the impact of globalization on the markets

Needs Improvement: Little evidence in understanding the impacts of globalization on relevant markets.

Satisfactory: Notice and address some of the impacts of globalization on relevant markets.

Exemplary: Show integrated understanding and well address the relevant impacts of globalization on relevant markets.

LO 4.2- Equipped with the sensitivity of cross-cultural management

Needs Improvement: Provide no or little analysis of cultural impact of multinational management issues.

Satisfactory: Provide clear analysis of cultural impact of multinational management issues.

Exemplary: Provide accurate and detailed analysis of cultural impact of multinational management issues.