



課 綱 Course Outline
通識教育中心學士班

中文課程名稱 Course Name in Chinese	服務學習(一)_數位行銷班				
英文課程名稱 Course Name in English	Service Learning (I)				
科目代碼 Course Code	SL__19080	班 別 Degree	學士班 Bachelor' s		
修別 Type	必修 Required	學分數 Credit(s)	1.0	時 數 Hour(s)	1.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course cultivates social concerns and cooperation spirits via being a volunteer for school or social services.					
(校)教育目標 Objectives of General Education					
1	在地關懷與全球視野 Develop domestic and global perspectives				
2	人文素養與科學知識 Achieve humanistic values and scientific literacy				
3	全人健康與永續創新 Holistic Wellness and Sustainable Innovation				
(校)核心能力 Learning Outcomes				課程目標與校核心能力相關性 Correlation between Course Objectives and Basic Learning Outcomes	
A	自主學習與創新思考 Autonomous Learning and Creative Thinking				
B	康健身心 Physical Fitness and Mental Balance			●	
C	互動、溝通與解決問題 Interactive Communication and Problem Solving				
D	情藝美感 Artistic Feeling and Aesthetic Perception			○	
E	文化素養與尊重差異 Cultural Literacy and Respect for Differences			○	

F	在地關懷與公民責任 Local Commitment and Civic Responsibility	●
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
(一) 全系重要活動之協助 (二) 全系公有環境與設備之維護 (三) 經任課老師同意、其他有助於建立學生「在地服務與全球關懷」理念之相關活動 1. Assistance with important activities for the entire department. 2. Maintenance of public environments and equipment within the department. 3. Activities related to establishing students' concepts of "local service and global concern," with the consent of the course instructor.		
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.)		
將結合本系創業競賽與個案發表暨論文研討會的舉辦，以及管理學院科技創業與管理學程之「科技創業專題」課程任課之教授合授。 其主軸在呈現本班為發展特色。 服務學習乃藉由「做中學」學習方法，透過參與服務的學習經驗，學習領域由課堂內擴充至教室情境之外，促使學校在真實生活情境之中，學習應用學校中所學知能，學習參與群體事務、貢獻己力、關懷他人。同時，學生也在服務活動中學習和其他成員共同思考問題、合作解決問題能力。本課程具體目標： (一) 瞭解服務學習意涵與重要性 (二) 學習團隊合作精神 (三) 培養發掘與解決問題能力 (四) 培養表達與溝通能力 (五) 培養服務態度與習慣 (六) 建立公民責任感及意識 This program will combine the department's entrepreneurship competition with case presentations and a thesis seminar, along with the co-teaching of the "Technology Entrepreneurship Project" course in the College of Management. The main focus is to showcase the distinctive development of this class. Service learning utilizes a "learning by doing" approach, expanding the learning experience beyond the classroom to real-life situations. This encourages students to apply the knowledge and skills acquired in school, engage in group affairs, contribute their efforts, and care for others. At the same time, students learn to collaboratively think through problems and work together to solve them during service activities. The specific objectives of this course are: 1. Understand the meaning and importance of service learning. 2. Learn the spirit of teamwork. 3. Develop the ability to identify and solve problems. 4. Cultivate expression and communication skills. 5. Foster a service-oriented attitude and habits. 6. Establish a sense of civic responsibility and awareness.		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
其他 Miscellaneous		