國立東華大學

課　綱　Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	組織行為
英文課程名稱 Course Name in English	Organization Behavior

科目代碼 Course Code	DMSI20050	班　別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時　數 Hour(s)	3.0
先修課程 Prerequisite					

課程目標
Course Objectives

This course is designed to familiarize participants with general management concepts, theories, and practices while improving management skills. Course topics include the business environment, management decision making, ethical behavior and social responsibility, planning and controlling, organizing, human resource management, leadership, motivation, and business communication. Participants also improve their teamwork, presentations, and decision-making skills through group presentations, case studies, and experiential exercises

系教育目標
Dept.'s Education Objectives

1	培養結合理論與實務之數位行銷專業人才
2	培養結合理論與實務之服務創新專業人才
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才

	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	具備以資訊技術協助企業運作與商業管理之知識與應用能力	
B	具備邏輯思考、問題分析與解決之能力	
C	具備溝通協調與團隊合作之能力	

D	具備創新思維之能力	
E	具備國際視野及外語溝通之能力	

圖示說明Illustration ：● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱
Course Outline

- Diversity in Organizations
- Attitudes and Job Satisfaction
- Personality and Values
- Perception and Individual Decision Making
- Motivation: From Concepts to Applications
- Leadership
- Organizational Culture

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.)

1. Teachers with expertise on organizational behavior, general management, or human resource management

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

Teaching methods: including lecture, group report, and case discussion
Course requirements: class participation, group report, case discussion, exams

其他
Miscellaneous