



課 綱 Course Outline  
國際企業學系學士班

|                                                                                                                |                                                                                                                             |                  |                    |                                                                                          |      |
|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|------------------------------------------------------------------------------------------|------|
| 中文課程名稱<br>Course Name in Chinese                                                                               | 日式經營管理                                                                                                                      |                  |                    |                                                                                          |      |
| 英文課程名稱<br>Course Name in English                                                                               | Japanese Business Management                                                                                                |                  |                    |                                                                                          |      |
| 科目代碼<br>Course Code                                                                                            | IB__33210                                                                                                                   | 班 別<br>Degree    | 學士班<br>Bachelor' s |                                                                                          |      |
| 修別<br>Type                                                                                                     | 學程<br>Program                                                                                                               | 學分數<br>Credit(s) | 3. 0               | 時 數<br>Hour(s)                                                                           | 3. 0 |
| 先修課程<br>Prerequisite                                                                                           |                                                                                                                             |                  |                    |                                                                                          |      |
| 課程目標<br>Course Objectives                                                                                      |                                                                                                                             |                  |                    |                                                                                          |      |
| 1. 日本企業經營管理與相關經營實務之探討與分享；<br>2. 透過島耕作課長漫畫書深入淺出瞭解日式經營管理之實際概況；<br>3. 藉由多媒體電影教學接觸日式經營之道；<br>4. 專業演講及企業參訪增加課程的多元化。 |                                                                                                                             |                  |                    |                                                                                          |      |
| 系教育目標<br>Dept.'s Education Objectives                                                                          |                                                                                                                             |                  |                    |                                                                                          |      |
| 1                                                                                                              | 培養具國際企業知識之基礎管理人才。<br>Build a foundation of international business knowledge to prepare students for being managers.         |                  |                    |                                                                                          |      |
| 2                                                                                                              | 培養具創新思維與創業能力之基礎管理人才。<br>Build a foundation of innovation and entrepreneurship to prepare students for being managers.       |                  |                    |                                                                                          |      |
| 3                                                                                                              | 培養具服務業經營能力之基礎管理人才。<br>Create a managerial ability in Service industry for being managers                                    |                  |                    |                                                                                          |      |
| 4                                                                                                              | 培養在地經營理念之基礎管理人才。<br>Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context. |                  |                    |                                                                                          |      |
| 系專業能力<br>Basic Learning Outcomes                                                                               |                                                                                                                             |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |      |
| A                                                                                                              | 具備國際企業管理之知識與能力。<br>Students will have basic knowledge of international business.                                            |                  |                    | ●                                                                                        |      |

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| B | 具備邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems with logical thinking.                        | ○ |
| C | 具備溝通協調與團隊合作之能力。<br>Students will be able to demonstrate effective communication, coordination and teamwork skills.                         | ○ |
| D | 具備國際觀及外語溝通之能力。<br>Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues. | ● |
| E | 具備創新、創業之思維與能力<br>To build a the concept and ability for innovation and entrepreneurship                                                    | ● |
| F | 具備服務設計與產業分析之能力<br>Students will be able to demonstrate the basic abilities for service design and industry analysis                        |   |
| G | 具備國際企業倫理之素養。<br>Students will be able to identify and understand the importance of ethical decision making for international business.     | ○ |

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

### 課程大綱 Course Outline

1. 留學日本之我觀及相關日式經營管理理論與實務介紹
2. 課長島耕作漫畫書導讀與分享
3. 多媒體電影接觸日式經營管理之面面官
4. 專業演講及企業參訪連結跨國企業經營管理實務之認識

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. 多媒體教室:電影欣賞
2. 單槍投影機/筆記型電腦:教學/題目演練
3. 大型會議室或演講廳:演講

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

課程要求:  
課前預習/課後複習/課長島耕作漫畫書研讀與報告之準備與參與

教學方式:  
課堂講授/分組報告/演講、電影欣賞、企業參訪等多元教學

課程成績評定之依據和標準  
Grading Criteria

1. 期中報告30%
2. 期末報告30%
3. 出席率/Q&A 20%
4. 心得報告20%

原始分數進行排序後依學校規定評分等第評定成績

### 其他 Miscellaneous

欲選修及加選本課程者請務必第一次上課出席