



## 課 綱 Course Outline

### 國際企業學系碩士班一般組

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| 中文課程名稱<br>Course Name in Chinese                                                  | 消費者行為研討                                                                                                                                  |                  |                  |                                                                                          |     |
| 英文課程名稱<br>Course Name in English                                                  | Seminar in Consumer Behavior                                                                                                             |                  |                  |                                                                                          |     |
| 科目代碼<br>Course Code                                                               | IB__52630                                                                                                                                | 班 別<br>Degree    | 碩士班<br>Master' s |                                                                                          |     |
| 修別<br>Type                                                                        | 選修<br>Elective                                                                                                                           | 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                                                         |                                                                                                                                          |                  |                  |                                                                                          |     |
| 本課程藉由理論的介紹和個案的討論，讓同學了解消費者行為的重要性和實用性，主要的課程內容涵蓋了消費者行為定義、心理學、決策過程、消費者文化和消費者利益等相關議題等。 |                                                                                                                                          |                  |                  |                                                                                          |     |
| 系教育目標<br>Dept.' s Education Objectives                                            |                                                                                                                                          |                  |                  |                                                                                          |     |
| 1                                                                                 | 培養具國際企業知識之高階管理人才。<br>Build a foundation of international business knowledge to prepare students for being higher-level managers.         |                  |                  |                                                                                          |     |
| 2                                                                                 | 培養具創新思維與創業能力之高階管理人才。<br>Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.       |                  |                  |                                                                                          |     |
| 3                                                                                 | 培養具服務業經營能力之高階管理人才。<br>Create a managerial ability in Service industry for advanced managers.                                             |                  |                  |                                                                                          |     |
| 4                                                                                 | 培養在地經營理念之高階管理人才。<br>Offer a program with an emphasis on higher-level 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進階知識與能力<br>Students will have advanced knowledge of international business.                                                     |                  |                  | ○                                                                                        |     |
| B                                                                                 | 具備多元邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems using logical and critical thinking.      |                  |                  | ●                                                                                        |     |

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| C | 具備領導、溝通協調與團隊合作之能力。<br>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。<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 advanced 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

消費者行為基礎  
消費者行為的微觀面  
消費者行為的宏觀面  
行銷對於消費者的溝通

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.)

筆電及單槍投影機

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

教師課程講授為主，並輔以討論學生學期報告，以便讓修習本課程之學生能進一步了解如何運用消費者行為之理論與概念來觀察當前消費者行為之現象與特性。

### 其他 Miscellaneous

平時成績General Performance: 20 %  
期中考成績Midterm Exam: 40 %  
期末報告成績Final Exam: 40 %