



## 課 綱 Course Outline

### 企業管理學系博士班經營管理國際組

中文課程名稱 Course Name in Chinese	廣告心理學									
英文課程名稱 Course Name in English	Psychology of Advertising									
科目代碼 Course Code	BM_D0130	班 別 Degree	博士班 Ph. D.							
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0					
先修課程 Prerequisite										
課程目標 Course Objectives										
系教育目標 Dept.'s Education Objectives										
1	培養具國際觀之經營管理人才 To develop managerial talent with a global perspective.									
2	培養具知識整合能力之經營管理人才 To develop managerial talent with knowledge integration abilities.									
3	培養具先機掌握能力之經營管理人才 To develop managerial talent with initiative-seizing abilities.									
4	培養具人文素養之經營管理人才 To develop managerial talent with humanism quality.									
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	具備企業管理相關理論與應用的知識 Having knowledge of modern management theories and practices									
B	具備邏輯推演、獨立思考與問題解決的能力 Having capability of logical reasoning, independent thinking, and problem solving									
C	具備學研產官重要議題與趨勢掌握的國際觀 Having global perspective on key issues in academia, research, industry, and government									

D	具備專業與產業的倫理洞察力與堅持 Having insights and persistence of professional and industry ethics	
圖示說明Illustration : ● 高度相關 Highly correlated ○中度相關 Moderately correlated		
課程大綱 Course Outline		
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.)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
其他 Miscellaneous		