

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	經營管理個案			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Case Study on Business Management				
科目代碼 Course Code	IB_57780	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/樂錦榮				
先修課程 Prerequisite					
課程描述 Course Description					
This course aims to develop the analytical and diagnostic capabilities of MBA students, making them judge a firm's positives and negatives respectively. Using case studies, field trip with deep interviews, and in-class discussion, students can conduct a comprehensive report about a firm and explain the details of analysis to the owners of the firm. Also, we expect students can provide meaningful and useful strategic suggestions to the firm's future operations. Students have to possess the knowledge related to the fields of general management, economics, industry organization, financial management, human resource management, leadership, strategic management, merger and acquisition, and research methods. Integrating the interdisciplinary knowledge, students can earn advanced management knowledge beyond the basic training of fundamental courses of regular MBA programs. We will start with a presentation-lecture-discussion format to enhance students' advanced strategic management sense. Students should be ready about the required readings or topics for further discussion in the class. Participants will be grouped by no more 3 persons , and the group will be assigned to present the readings or topics of that session in about 20 minutes. Lecturing and discussion will be also included in each session as well, and any supplementary documents, for instance, studied cases, will be released if any. Also, lecturers will have the rights to adjust the processes if necessary.					
課程目標 Course Objectives					
本課程透過系統解說方式，探討經營管理學的演進、組織文化與社會責任、決策與規劃、組織結構、科技管理、人力資源發展、領導與控制、經營管理趨勢等，使學生用經營管理角度理解管理學的精義。					
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	具備國際企業管理之進階知識與能力。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。Students will be able to identify, analyze and solve business problems using logical and critical thinking.				●
C	具備領導、溝通協調與團隊合作之能力。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。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。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。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。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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Introduction of the Course	
2	The Nature of the Strategy - Session I	
3	The Nature of the Strategy - Session II	
4	The Nature of the Strategy - Session III	
5	Class Cancelled- Double Tenth Day	
6	The Nature of the Strategy- Session IV	
7	M&As- Session I	
8	M&As- Session II	
9	M&As- Session III	
10	Term Paper Proposal	
11	Guest Speech	
12	Case Study Workshop	
13	Case Study Workshop	
14	Case Study Workshop	
15	Case Study Workshop	
16	Course Recap & Term Paper Presentation	
17	Class Cancelled- Happy New Year!!	
18	Supplementary Teaching	

教學策略 Teaching Strategies

- ☒ 課堂講授 Lecture ☒ 分組討論 Group Discussion ☐ 參觀實習 Field Trip
☐ 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- ☒ 問題導向學習 (PBL) ☐ 團體合作學習 (TBL) ☐ 解決導向學習 (SBL)
☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任 (Social Responsibility)

- ☐ 在地實踐 Community Practice ☒ 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- ☐ 跨界教學 Transdisciplinary Teaching ☐ 跨院系教學 Inter-collegiate Teaching

- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出缺席) General Performance (Attendance Record)	30%		✓	✓					
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	30%	✓		✓					
其他 Miscellaneous (期末報告)	40%	✓		✓	✓				
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目 (書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.) Textbook- Assorted textbooks are used, covering the issues of M&A, business strategy and so on. Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$4.25 for HBS Case) for each case Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided. Recommended- WSJ (Wall Street Journal); HBR (Harvard Business Review)									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									