


**國立東華大學**  
**教學計劃表 Syllabus**

課程名稱(中文) Course Name in Chinese	當代管理議題			學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Topics in Contemporary Management				
科目代碼 Course Code	BM_M0180	系級 Department & Year	碩士	開課單位 Course-Offering Department	企業管理學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/陳雯虹				
先修課程 Prerequisite					
課程描述 Course Description					
<p>This course provides a forum for introducing relevant management concepts and discussions of topics that contemporary organizations face.</p> <p>During the course, the instructor will introduce fundamental management concepts. Contemporary articles and a real case will be integrated to expose students to topics in contemporary management. Students are encouraged to develop relevant management skills through the course design, such as summarizing and presenting information orally and in writing, collaborating with diverse people, and integrating knowledge to analyze contemporary management issues.</p> <p>This course is an intermediate-level elective course for MBA students. The course will be conducted in English.</p> <p>What this course is not?</p> <p>This course is not a listening-only class. The course provides ample opportunities for students to present and share their learning, which has been proved to be a better way of learning.</p>					
課程目標 Course Objectives					
<p>The objectives of this course include:</p> <p>To introduce and discuss modern management concepts.</p> <p>To expose students to a range of topics in contemporary business management.</p> <p>To develop student' s abilities to apply theoretical concepts and analytical framework to real business world issues.</p>					
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	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management				●
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management				●
C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration				●
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages				●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations				○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics				○
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	内 容 Subject/Topics	備註Remarks
1	2/25 Course Introduction	Download the assigned articles and cases.
2	3/4 Evolution of management thoughts	
3	3/11 Contemporary Topic: Managing a turbulent environment	Article 1 discussion: How vigilant companies gain an edge in turbulent times
4	3/18 Contemporary Topic: Managing innovation	Article 2 discussion: What a crisis teaches us about innovation
5	3/25 Case teaching: Will a Bank's New Technology Help or Hurt Morale?	
6	4/1 Contemporary Topic: Corporate social responsibility and sustainability	Article 3 discussion: Why social responsibility produces more resilient organizations
7	4/8 Field trip (tentative): Visit a social enterprise	
8	4/15 Contemporary Topic: Managing human resources in the digital age	Article 4 discussion: Winning the digital war for talent
9	4/22 Case teaching: Should you fight to keep a star?	
10	4/29 Team workshop: brainstorming and teamwork	
11	5/6 Contemporary Topic: Managing organizational culture in the digital age	Article 5 discussion: 10 Things Your Corporate Culture Needs to Get Right
12	5/13 Contemporary Topic: Leadership in the digital age	Article 6 discussion: The new leadership playbook for the digital age
13	Contemporary Topic: Motivating employees in the digital age	
14	5/27 Team presentation	
15	6/3 Final discussion & peer evaluation	
16	6/10 Final Exam	
17	6/17 Guest speech (To be confirmed in class)	
18	Flexible	

## 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: Brainstorming workshop

## 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	25%								
作業成績 Homework and/or Assignments	40%		✓	✓					
其他 Miscellaneous (peer evaluation)	5%								
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.)									
Reference textbook to refresh fundamental knowledge of management: Robbins, S. P., Coulter, M., & De Cenzo, D. A. (2020) Fundamentals of Management (11th Ed.) United Kingdom: Pearson Education Limited.									
Articles: Article 1 Day, G. S., & Schoemaker, P. J. (2020). How vigilant companies gain an edge in turbulent times. MIT Sloan Management Review, 61(2), 57-64. Article 2 Johnson, E., & Murray, F. (2020). What a crisis teaches us about innovation. MIT Sloan Management Review, 62(2). Article 3 Kaplan, S. (2020). Why social responsibility produces more resilient organizations. MIT Sloan Management Review, 62(1), 85-90. Article 4 Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2017). Winning the digital war for talent. MIT Sloan Management Review, 58(2), 17. Article 5 Sull, D., & Sull, C. (2021). 10 Things Your Corporate Culture Needs to Get Right. MIT Sloan Management Review. Article 6 Ready, D. A., Cohen, C., Kiron, D., & Pring, B. (2020). The new leadership playbook for the digital age. MIT Sloan Management Review, 0_1-18.									
Cases: Will a Bank's New Technology Help or Hurt Morale? (HBR Case Study, 2021) Should you fight to keep a star? (HBR Case Study, 2020)									
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)

Course Requirements:

This course requires strong self-motivation in learning and thinking. Before each class, students are required to obtain fundamental management knowledge from the textbook, read assigned articles, and complete the homework on time.

This course is taught in English. Please communicate in English during the whole class time.

Participation (30%):

The format of the class requires each student to take an active role in class. Your attendance is essential to a good collective learning experience. A basic participation score will be assigned for attendance in every class.

If you need to ask for leave, please complete online leave procedures. Consult the BA department assistant (Arie Chiu: ariechiu@gms.ndhu.edu.tw) regarding how to complete the online leave procedures.

If you do not complete the online leave procedures, the absence will be recorded as "absent from school for no reason". The participation score will be significantly affected.

Grading for participation will be decided based on the attendance rate as well as in-class participation quantity and quality. Bonus scores will be given based on in-class participation quality and quantity.

Assignment (25%):

Team discussion exercise

Students will be arranged into teams based on the principle of diversity.

Team exercise will be designed to help students internalize learning.

Individual bonus assignment

Students who complete the reading insight note (homework related to the assigned articles) and submit the insight note in the subsequent week will earn individual bonus points.

Team Presentation (15%)

Instructions for the team presentation will be provided in class.

Scoring criteria of the team presentation (including slide contents and the notes):

"completeness", "clarity", "depth of analysis", "richness of data collected", and "logics".

Final Exam (25%):

Format of the final exam will be announced in class.

There will be no score for not showing up during the final exam. No excuses.

Peer Evaluation (5%):

Peer evaluation will be conducted in week 15. Behaviorally anchored rating scales will be used.

Instructor:

Dr. Wein-Hong Chen, Associate Professor, Department of Business Administration

Office hours: 14:00-16:00 on Thursdays (Please do make an appointment in advance.)

Office: Management Building B412

Tel: (03)890-3037

Email: weinhong@gms.ndhu.edu.tw