



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	專題討論:企業專題講座	學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Seminar in Business Management Practice		
科目代碼 Course Code	BM_M0490	系級 Department & Year	碩士 Course-Offering Department
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)	/2.0
授課教師 Instructor	/林容璟		
先修課程 Prerequisite			
課程描述 Course Description			
<p>This course is conducted primarily through speeches by management scholars or industry experts. The content mainly covers industry outlooks, practical business management methods, and workplace experience sharing. Through interactions with the speakers, students can connect abstract theoretical concepts from textbooks with real-world phenomena, gaining management knowledge and relevant experience.</p> <p>Additionally, students will gain insights into industry ecosystems and the essential skills required for related job positions, serving as guidance for their self-planning and preparation for the future during their studies.</p> <p>The course will be held on Friday 14:00 - 16:00 / College of Management, Room D118 To respect the speaker, please arrive at the lecture room early (say, before 13:45). The final check-in time is 13:50. Students who fail to check in before 13:50 will be considered late.</p> <ul style="list-style-type: none"> • The speech is generally scheduled for Friday from 14:00 to 16:00 (some sessions may be arranged at other times due to the speaker's availability, and participants can choose accordingly). • Each session is ideally scheduled within the course's predetermined time, but changes may occur due to the speaker, weather, or other factors. Please remain flexible on Friday afternoons and pay attention to announcements on the e-learning platform and school emails. 			
課程目標 Course Objectives			
<p>定期邀請企業界人士來校演講，對象包含資訊、電子、化學、食品、光電、機械、生技、紡織等各項產業之高階主管，除介紹任職公司之經營理念、產品項目與營運狀況外，並針對公司各項產銷價值活動之規劃、執行、評估與展望，提出問題與同學討論，增進同學產業知識以及與實務界互動之機會。</p>			
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	2/27: Peace Memorial Day (Holiday)		
2	3/6: Course orientation (will be held from 15:00, College of Management, Room D118)		
3	3/13 (in Mandarin): Speaker: Ms. Huang (NDHU BA Alumni)		
4	3/20 (in English): E1、E2 (Speaker and date will be subject to change. Please pay attention to our information from the e-mail or NDHU e-learning system) Speaker 1: Parit Kanoujia (NDHU BA Alumni) Speaker 2: NGO THI THANH TRUC (NDHU BA Alumni)		
5			
6			

7	4/10 (in Mandarin): Speaker: Ms. Tseng (NDHU Alumni) and HR team from Garmin	
8	4/17、4/18 (in Mandarin): 4/17 workshop session speaker group (1): Tzu Chi Foundation AI Application Team: Mr. Tseng (Team Leader), Mr. Lin (Deputy Team Leader); Mennonite Christian Hospital, Taiwan: Mr. Yang (Section Chief / BI Technology Section, Improvement Department). 4/18 workshop session speaker group (2): Zishi Big Data Decision Co., Ltd.: Mr. Yang (Deputy Manager), Morale AI Co., Ltd.: Mr. Gao (CEO); Integrated Digital Technology Co., Ltd.: Mr. Chen	
9	期中考試週 Midterm Exam week 4/24 (in Mandarin): Speaker: Acer ITS Mr. Yu (General Manager)	
10		
11	5/8 (in Mandarin / Optional Field trip held by Professor Ma): 5/18 workshop session speaker group: Dr. Lu	(This field trip is organized in conjunction with a departmental competition and is open to students on a voluntary basis. Students who are interested in participating should contact Professor Ma for registration. Those who participate in the activity and submit a reflection report will receive extra credit. Since participation in this activity is voluntary, it will not be counted toward the course requirement of attending four English lectures and submitting reflection reports.)
12		
13	5/22 (in English): E3 Speaker: Professor Lin, Yu-Chieh Topic: How to develop your competencies and complete an interview successfully	
14	5/29 (in English): E4 Speaker: Mr. Chang (Consultant of TTY Biopharm Co. Ltd.)	
15		
16	6/12: Course self-reflections for this semester due (23:59 PM)	
17	Dragon Boat Festival (Holiday)	
18	The week for flexible teaching and self-directed learning	

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:

評量方式補充說明
Grading & Assessments Supplemental instructions

- Students taking this course are required to attend at least five speeches in total. Among these:

1. Four English-language speeches (E1, E2, E3, E4) organized specifically for this course must be attended. Sign-in is required for these sessions. One additional speech related to management, organized by any department within the College of Management, must also be attended. Students are responsible for finding and choosing this session themselves.
2. For every speech attended, students must submit reflection reports (500 - 600 words for each speech) along with proof of attendance (Sign-in is required for these sessions).
3. To respect the speaker, please arrive at the lecture room early (say, before 13:45) and sign in when you arrive at the lecture room. Signing in on behalf of others is not allowed. Violations will result in penalties.
4. Please do not use any electronic products during the speech. Please turn off your cell phone or put it in vibrate mode.
5. Please do not lie down and sleep during the speech.
6. Please raise your hand if you have any questions or opinions during the speech. Before speaking, please state your affiliation and name. (If you like your participation in Q&A to be counted in your course evaluation, please check in with the teaching assistant after the speech.)
7. Please upload all reflection reports for this semester to e-Learning system (e 學苑) by June 12nd (23:59 PM). Go to the announcement section in e-Learning and select "Upload xx (Speech Date) Reflection Report" to submit.
 - o File naming format for reflection reports: 114-2 Business Seminar_Speech_Date_Student ID_Name
 - o Reflection Report Format:
 - o 114-2 Business Seminar Reflection Report
 - o Department & Year:
 - o Student ID:
 - o Name:
 - Date:
 - Topic:
 - Summary of the Speech:
 - Reflections (Insights/Inspiration/Expectations)
 - o The reflection report must be well-organized and clearly formatted for readability. Plagiarism is strictly prohibited. Any case of copying from others will result in penalties.

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.)

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)

- The speech is generally scheduled for Friday from 14:00 to 16:00 (some sessions may be arranged at other times due to the speaker's availability, and participants can choose accordingly).
- Each session is ideally scheduled within the course's predetermined time, but changes may occur due to the speaker, weather, or other factors. Please remain flexible on Friday afternoons and pay attention to announcements on the e-learning platform and school emails.