

國立清華大學科技管理學院  
MBA 505800  
組織行為 Organizational Behavior  
2016 課程大綱

課程時間：星期六下午 1:10~4:00

上課地點：台積館 908 教室

授課教師： 王貞雅 教授 ([cywang2@mx.nthu.edu.tw](mailto:cywang2@mx.nthu.edu.tw))  
劉玉雯 教授 ([ywliu@mx.nthu.edu.tw](mailto:ywliu@mx.nthu.edu.tw))  
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**教學目標：**

Organizational behavior refers to the systematic study of the attitudes and behaviors of individuals and groups in organizational settings. The purpose is to assist managers in predicting, explaining and controlling the behavior of people in organizations. The course aims to establish a conceptual understanding of the dynamics of individual and group behavior in organizations, to examine the ways in which different forms of organizational structure and leadership influence that behavior, and to analyze the ability of organizations to respond to external change and to manage their own internal change processes.

On completion of this course, students should be able to:

1. demonstrate an understanding of how characteristics of the individual (eg. personality, motivation), the group (eg. decision making processes, leadership styles), the organization (eg. organizational structure, organizational culture) and the broader environment (eg. national culture) can influence the attitudes and actions of employees.
2. use the above knowledge to examine an individual's behavior to expose their underlying work psychology and convince someone that you have developed a rational and cogent argument for action.
3. identify, examine and critically evaluate literature to improve managerial performance.
4. develop the skills needed to gather relevant information, analyze complex situations/issues and develop well-informed interventions.

教學方式：講授、問題討論、分組活動、個案分析、專題演講、影片片段欣賞與討論。

### 成績評量:

(1) 40% 個人課堂出席與課堂討論

(2) 30% 小組個案研讀與報告 (5 人一組)

- 個案簡介與討論帶領
- 針對個案議題提出建議與問題
- Q & A

(3) 30% 組別期末報告 (8 人一組)

1. 自訂一主題與場域情景(如:公司組織內外部常發生之情境等等)
2. 設定報告主題欲傳達目標與目的(如: 員工激勵與組織文化 or 跨部門/跨團隊組織衝突 or 組織競爭、績效考核、組織轉型等等)
3. 主題發生過程與解決方案
4. 可以有不一樣的作法嗎? 為什麼(不)可以?
5. 報告方式以「投影片報告」為主,「演戲」or/and「拍攝解說影片」or/and「其他創意方式」為輔。

### 參考教材:

1. Steven McShane and Mary Von Glinow (2015), *Organizational Behavior: emerging knowledge, global reality* (7th ed.), McGraw-Hill. ISBN: 9814575429  
黃家齊,李雅婷,趙慕芬(譯)(2013), 組織行為學(原作者: P. S. Robbins, & A. T. Judge, 第十五版).華泰文化.ISBN: 9789576099250  
戚樹誠 (2016), 組織行為:台灣經驗與全球視野 (第二版). 雙葉書廊.  
ISBN: 9789865668549
2. 課堂補充文章

課程內容（粗體字為小組個案報告日期）

1	9/17	中秋連假
2	9/24	Introduction, individual values and ethics (王)
3	10/1	<b>Work attitudes (王)</b>
4	10/8	雙十連假停課
5	10/15	<b>Social perception and attribution (王)</b>
6	10/22	<b>Communication and influence (王)</b>
7	10/29	<b>Personality (劉)</b>
8	11/5	<b>Motivation at work (劉)</b>
9	11/12	<b>Applied performance practices (劉)</b>
10	11/19	<b>Stress and well-being at work (劉)</b>
11	11/26	Organizational structures and innovation management (胡)
12	12/3	Strategic leadership (胡)
13	12/10	<b>Managing change v.s transformation (胡)</b>
14	12/17	<b>Social tie and informal networks (胡)</b>
15	12/24	<b>Intellectual value utilization and strategy (胡)</b>
16	12/31	元旦連假停課
17	1/7	期末報告(胡)
18	1/14	期末報告(胡)