

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	MBA555101	學分 Credit	2	人數限制 Size of Limit	無
中文名稱 Course Title	企業管理實務				
英文名稱 Course English Title	Prat. Prob. in Business Administration				
任課教師 Instructor	指導教授				
教師聯絡方式 Contact Information					
上課時間 Time	未定	上課教室 Room	金門		
先修科目 Prerequisite(s)	無				
本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives					
<p>了解全球商業當中不斷變化的活動及前沿議題。 Understanding the ever-changing activities and cutting-edged issues of global business.</p> <p>能夠識別跨領域的問題及議題。 Being able to identify interdisciplinary problems/issues.</p> <p>能夠將科技管理知識整合到高科技產業。 Being able to integrate knowledge of technology management into high-tech industry.</p> <p>具備將科技管理理論應用到商業實務上的能力。 Possessing the skill to apply technology management theories into business practices.</p> <p>具備撰寫論文及商業計畫書的能力。 Possessing the ability to compose theses and business plans.</p>					
課程目標 Course Objectives					
<p>本課程即針對科技管理議題，結合理論概念及實務案例，提供一個完整的介紹，包括巨觀層次(產業及政策)及微觀層次(技術及企業)。同時，涵蓋人事、財務、策略、生產、行銷、產權管理等多個領域，並對商業領域相關論文計畫書撰寫特別加以著墨，幫助學生深入了解科技管理相關理論議題及管理實務，獲得高效分析商業問題，撰寫商業相關論文及計畫書的能力。</p> <p>The course aims to provide a comprehensive understanding of Management of Technology (MOT) at both the micro (technology and firm) and the macro (sector and policy) levels, with a wide coverage of human resource management, accounting and finance, strategy, production, marketing and property management, etc. By paying a special attention on business writing and analysis, this course may help students enrolled to obtain analytical skills and writing ability in management area.</p>					
課程說明 Course Description					

National Tsing Hua University
College of Technology Management
Course Syllabus

本課程結合理論與產業實踐，幫助同學了解傳統產業及新興科技產業的核心管理議題，涵蓋人事、財務、策略、生產、行銷、產權管理等諸多方面，並透過

(1)邀請各主要產業領域之業界菁英帶領同學分析前沿商業個案；
(2)安排參訪金融公司及科技公司；

幫助學生深入了解科技管理相關理論議題及管理實務，獲得高效分析商業問題，撰寫商業相關論文及計畫書的能力。

This course aims to help students to learn the critical management issues of traditional and emerging industries by integrating the theory of technology management with business practices. The discussion may comprise human resource management, accounting and finance, strategy, production, marketing and property management, etc. The course may further invites professionals and specialists to lead students to practice study. Company visits may be included. Students enrolled may obtain analytical skills and writing ability in management area.

指定用書 Textbooks

Fisher, C. M., & Buglear, J. (2004). *Researching and writing a dissertation for business students*. Prentice Hall/Financial Times.

Khalil, T. M. (2000). *Management of technology: The key to competitiveness and wealth creation*. McGraw-Hill Science, Engineering & Mathematics.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.

參考書籍 References

Fleisher, C. S., & Bensoussan, B. E. (2015). *Business and competitive analysis: effective application of new and classic methods*. FT Press.

Heppner, P. P., & Heppner, M. J. (2004). *Writing and publishing your thesis, dissertation, and research: A guide for students in the helping professions (Research, statistics, & program evaluation)*. Columbia, Missouri: Cengage Learning.

Schilling, M. A. (2010). *Strategic management of technological innovation*. Tata McGraw-Hill Education.

教學方式 Teaching Approach

演講 Lectures
討論 Group and individual discussion
寫作實習 Writing practice

評分標準 Grading

1.期中考 Mid-term exam 30%, 期末考 final exam 30%

2.個案報告 Individual report 20%

3.出席及參與 Attendance and participation 20%

教學進度 Course Schedule

課程相關連接 Course Related Links

National Tsing Hua University
College of Technology Management
Course Syllabus

--