

國立中山大學 111學年度第2學期 課程教學大綱

National Sun Yat-sen University 111Academic year Course syllabus

中文名稱 Course name(Chinese)	市場投資與經營			課號 Course Code	EMBA888
英文名稱 Course name(English)	INVESTMENT AND BUSINESS OPERATIONS				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
授課教師 Instructor	林豪傑			學分 Credit	1.5

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：

- 1.Attendance 出席：85%
- 2.Participation 課堂參與及討論：15%

課程大綱 Course syllabus

本課程教學大綱已提供完整英文資訊(本選項僅供統計使用，未提供完整英文資訊者，得免勾記)【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

A 4-day field trip will be arranged. Students will visit some renowned Students will visit one renowned university and two business firms, at least. The major learning activities include background knowledge development, questions preparation, field trip, and report writing.

課程目標 Objectives

This course is designed for students to understand real business operation issues. Through the interaction with teachers, students, and business owners, students are expected to develop a better understanding of business operations and be aware of any potential opportunities.

授課方式 Teaching methods

Field trip and lecture

評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 [letter grading reference](#)

- 1.Attendance 出席：85%
- 2.Participation 課堂參與及討論：15%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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Material will be prepared by the instructor

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2023/02/12~2023/02/18	Course Introduction
2	2023/02/19~2023/02/25	Macro environment analyses (I)
3	2023/02/26~2023/03/04	Macro environment analyses (II)
4	2023/03/05~2023/03/11	Macro environment analyses (III)
5	2023/03/12~2023/03/18	Industry environment analyses (I)
6	2023/03/19~2023/03/25	Industry environment analyses (II)
7	2023/03/26~2023/04/01	Industry environment analyses (III)
8	2023/04/02~2023/04/08	Competitor environment analyses (I)

9	2023/04/09~2023/04/15	Competitor environment analyses (I)
10	2023/04/16~2023/04/22	Competitor environment analyses (I)
11	2023/04/23~2023/04/29	Firm characteristics analyses (I)
12	2023/04/30~2023/05/06	Firm characteristics analyses (II)
13	2023/05/07~2023/05/13	Firm characteristics analyses (III)
14	2023/05/14~2023/05/20	Field trip (I)
15	2023/05/21~2023/05/27	Field trip (II)
16	2023/05/28~2023/06/03	Discussion and Presentation
17	2023/06/04~2023/06/10	Group Consultation (I)
18	2023/06/11~2023/06/17	Group Consultation (II)

課業討論時間 Office hours

時段1 Time period 1:
 時間 Time: 星期一16:00-18:00
 地點 Office/Laboratory: 管4063
 時段2 Time period 2:
 時間 Time: 星期二16:00-18:00
 地點 Office/Laboratory: 管4063

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養之能力與素養 This course enables students to achieve.	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/assignment/work or experiment.	群組書面報告、作業、作品、實驗 Group paper report/assignment/work or experiment.	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions.	課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.	V		V					V			
2.高階經營人才的再培育 2. Re-educating senior working professionals.											
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.	V		V								
4.跨行業交流互動與團隊友誼之建立 4. Creating a network for crossover cooperation and friendship.											
5.全球化的訓練與視野 5. Developing the global mindset of each professional.	V		V					V			
6.多元化的學習 6. Providing pluralistic approaches to learning.											
※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university											

1.表達與溝通能力。 1. Articulation and communication skills											
2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities											
3.終身學習能力。 3. Lifelong learning											
4.倫理與社會責任。 4. Ethics and social responsibility											
5.美感品味。 5. Aesthetic appreciation											
6.創造力。 6. Creativity											
7.全球視野。 7. Global perspective	V		V					V			
8.合作與領導能力。 8. Team work and leadership											
9.山海胸襟與自然情懷。 9. Broad-mindedness and the embrace of nature											

本課程與SDGs相關項目：The course relates to SDGs items:

尚未建立SDGS資料

本課程校外實習資訊: This course is relevant to internship:

本課程無註記包含校外實習

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