

國立中山大學 114學年度第2學期 課程教學大綱

National Sun Yat-sen University 114Academic year Course syllabus

中文名稱 Course name(Chinese)	當代企業管理課題			課號 Course Code	EMBA976
英文名稱 Course name(English)	CONTEMPORARY ISSUES IN BUSINESS AND MANAGEMENT				
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	蔡佳芬			學分 Credit	2

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.)】

This course is designed for students to learn the developing issues of the contemporary global business environment. Topics include team building, entrepreneurship, negotiation, field trips to local business, presentation, and guest speaking.

課程目標 Objectives

The course is designed for senior managers. Given that students already have sufficient background, students are expected to learn the operation of contemporary global business in a teamwork context. Students are also expected to develop a comprehensive picture of business operations.

授課方式 Teaching methods

Lecture, Guest speaking, Teamwork

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 : 50%
- 2.Participation : 30%
- 3.Final Reflection : 20%

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

〔請遵守智慧財產權觀念，不可非法影印。教師所提供之教材供學生本人自修學習使用，不得散播及做為商業用途〕

No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use

Material prepared by the instructor

課程時數規劃 Course Hour Planning

本校自114學年度起實施學期16週，課程（含期末考試）應於16週內完成。學分之計算仍以1學分18小時為原則。教師課程時數安排得選擇「16週+自主學習規劃」或「16週+實體上課規劃」。

Starting from the 114th academic year, the university will implement a 16-week course schedule, and all courses (including final examinations) must be completed within this 16-week time frame while maintaining the standard of 18 hours of instruction per credit. Instructors can choose between "16-weeks + Alternative learning periods" or "16-weeks + In-person classes."

本門課程為「16週+自主學習規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「B.自主學習規劃」欄位填寫每1學分2小時學生自主學習內容。

16 weeks + alternative learning periods: The instructor will include a 16-week course plan in the weekly scheduled progress section(16 hours of instruction per credit) and provide details of the learning plan (two hours of activity per credit) in the alternative learning period section.

本門課程為「16週+實體上課規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「C.實體上課規劃」填寫2次授課內容及主題，且於學期16週內完成。

16 weeks + in-person classes: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and specify the content and topics of the 2 in-person classes in the in-person class plan section, and must be completed within this 16-week time frame.

A.每週課程內容及預計進度 Weekly scheduled progress

全英課程之授課內容及主題應以英文或雙語呈現

For courses taught entirely in English, the content and topics should be presented in English or bilingually.

週次 Week	日期 Date	授課內容及主題 Content and topic
1	2026/02/22~2026/02/28	Course Introduction
2	2026/03/01~2026/03/07	Term dynamics-1
3	2026/03/08~2026/03/14	Term dynamics-2
4	2026/03/15~2026/03/21	Term dynamics-3
5	2026/03/22~2026/03/28	Current trend in new technology-1
6	2026/03/29~2026/04/04	Current trend in new technology-2
7	2026/04/05~2026/04/11	Current trend in new technology-3
8	2026/04/12~2026/04/18	Current trend in new technology-4
9	2026/04/19~2026/04/25	Current trend in new practices-1
10	2026/04/26~2026/05/02	Current trend in new practices-2
11	2026/05/03~2026/05/09	Current trend in new practices-3
12	2026/05/10~2026/05/16	Current trend in new practices-4
13	2026/05/17~2026/05/23	Current trend in human concerns-1
14	2026/05/24~2026/05/30	Current trend in human concerns-2
15	2026/05/31~2026/06/06	Current trend in human concerns-3
16	2026/06/07~2026/06/13	Term presentation

B.自主學習規劃 Alternative learning periods

課程規劃學生自主學習內容（每1學分2小時）

Alternative learning periods planned for the course (with each credit corresponding to two hours of activity)

本門課程規劃學生彈性或自主學習內容（每1學分2小時）：

Alternative learning periods planned for the course (each credit corresponds to two hours of activity):

學生自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論 Group work and discussion	<input checked="" type="checkbox"/> 學生分組實作及討論	
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments	<input type="checkbox"/>	
參與校內外活動（研習營、工作坊、參訪）或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions	<input type="checkbox"/>	
課外閱讀 Extracurricular reading	<input type="checkbox"/>	
線上數位教材學習 Learning with online digital learning materials	<input type="checkbox"/>	
其他（請填寫規劃內容） Other (please provide details)	<input type="checkbox"/>	

C.實體上課規劃 In-Person Class Plan

若無規劃學生自主學習，則請教師規劃2次實體上課(每1學分2小時)，應於學期16週內完成實體上課（含期末考試），實體上課時間由師生自行討論，得利用週三下午4-7點或其他時段進行。

If there are no alternative learning periods planned for the course, the instructor should plan 2 in-person classes (2 hours of activity per credit).in-person class must be completed within this 16-week time frame(including final examinations). In-person Class schedules can be arranged through discussions between instructors and students, utilizing Wednesday 4:00PM-7:00PM or other suitable time slots.

*第一次實體上課內容及主題 (Content and topic for the first In-Person class) :

*第二次實體上課內容及主題 (Content and topic for the second In-Person class) :

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3014
時段2 Time period 2 :

