

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">112 學年度 Academic year</td> <td style="width: 50%;"></td> </tr> <tr> <td style="text-align: center;">2 學 期 Semester</td> <td></td> </tr> </table>	112 學年度 Academic year		2 學 期 Semester	
112 學年度 Academic year							
2 學 期 Semester							
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">中文 Chinese</td> <td style="width: 90%;">國際企業管理</td> </tr> <tr> <td style="text-align: center;">英文 English</td> <td>International Business Management</td> </tr> </table>	中文 Chinese	國際企業管理	英文 English	International Business Management	學分數/時數 Credit(s)/Hour(s)	3/3
中文 Chinese	國際企業管理						
英文 English	International Business Management						
永久課號 Course Number	132B00059	開課班級 Class	碩一甲				
必修/選修 Required/Elective	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系、國管學程、國企系				
授課教師姓名 Teacher's Name	邱彥婷	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
	阮明勇(外籍專案教師)		<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
	李政勳		<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
英語授課大綱 (Course Description)							
1.教學目標(Teaching objectives)							

1-6 weeks: The goal of this course is to acquaint students with the underlying theoretical frameworks of international trade, the dynamic environment in which international trade takes place, and the management of business functions in a global market context. From a business operational viewpoint, this course introduces students to special topics in international marketing, human resource development, and international financial management.

7-12 weeks: In this course students learn how to operate a business in a global market environment. This course equips students with the knowledge and managerial tools they need to analyze the complex global trade environment, identify the business problems, and work out effective solutions.

In addition to class lecture, reading assignments on contemporary issues as well as company case studies will facilitate students' understanding of the challenges in international business management. In-class discussions and group assignments will give students an opportunity to share viewpoints among peers and work out solutions in a team.

13-18 weeks:

1. To introduce the basic international finance and foreign exchange concepts.
 2. To introduce the basic international finance and foreign exchange applications.
- To introduce the techniques of analyzing international finance and foreign exchange cases.

2. 教學綱要(Syllabus)

1-12 weeks: The teaching content covers two main areas: the underlying theoretical frameworks of international trade, and the management of business functions in a global market context. As such, the students become familiar with topics such as international trade theories, trade barriers and regional cooperation, the impact of culture on businesses, growth strategies in international markets, and global innovation strategies. From a business operational viewpoint, this course introduces students to key concepts in international marketing, branding, global human resource development, and international financial management.

13-18 weeks:

This course section is designed to introduce the basic international finance and foreign exchange practices for international financial management students. Relevant concepts and applications in international business, general management, and other areas are illustrated as examples. The emphasis of this course is on the understanding and applications of international finance and foreign exchange practices.

3. 教科書(Texts)

- 1-6 weeks:** will be provided by the lecturers
- 7-12 weeks:** International Business: The New Realities (Global edition)
Cavusgil, S.T., Knight, G., & Riesenberger, J.R.
Prentice Hall, 5th Edition, 2020
- 13-18 weeks:** Madura / International Financial Management (Asia Edition)

4. 參考書(Reference Materials)

will be provided by the lecturers

5. 教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週)
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		(Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Introduction to international business 1	
2.	Introduction to international business 2	
3.	Regional economic cooperation & integration	
4.	Growth strategies of international business	
5.	Foreign market entry modes	Open Day
6.	Marketing in global markets 1	
7.	(04/03) - Holidays - No class! (Adjusted Holiday for 2023 NKUST Anniversary Day & University Sports Day)	
8.	(04/10) – Marketing in global market	
9.	(04/17) – Topic of International Human Resource Management	
10.	(04/24) – CSR in international business	
11.	(05/01) – Innovation and international business	
12.	(05/08) – The role of emerging market	
13.	Multinational Financial Management: An Overview	
14.	International Flow of Funds	
15.	International Financial Markets	
16.	Exchange Rate Determination	Open Day
17.	Currency Derivatives	
18.	Group Projects	
6. 英文成績評定(Evaluation method)		
1-12 weeks: Grading will be based on diverse activities including case studies, group discussion, presentations, group assignments, Group report ,etc.. 13-18weeks: Group Projects 15%		
7. 課堂要求(Classroom requirements)		
1-6 weeks: Come to class well prepared, participate in classroom work actively 7-12weeks: Students are required to prepare materials before participating class and to review their works after the class 13-18weeks: Please turn off or mute cell phones. Students are expected to participate in class discussions actively.		
8. 如何提升學生英文能力(How to improve students' English ability)		

1-6 weeks: All class activities, including lectures, discussions, PPT presentations, are done in English language. All EMI courses represent an all-English speaking environment. In addition, the presence of an international student audience provides a good setting to practice English skills in the form of spoken and written language.

7-12weeks: The course is lectured in English, and students are advised to interact with lectures and classmates using English, which can enhance students' listening and speaking ability. In addition, the students are encouraged to form groups for discussion with those from other countries to ensure the discussion is in English. Students are also required to read some published papers and related materials in English, which enhance their reading ability.

13-18weeks: Encourage students to present their group projects in English. ∙ Encourage students to read the English textbook.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

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課程名稱 Course Title	中文 Chinese 服務作業管理 英文 English Service Operations Management	學分數/時數 Credit(s)/Hour(s)	3/3
永久課號 Course Number	132B10012	開課班級 Class	碩班一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	運籌系
授課教師姓名 Teacher's Name	郭幸民	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

本課程介紹如何規劃與營運企業的服務系統。授課內容從服務業管理之歷史演進開始，討論服務策略之變遷，介紹各種服務流程分析與管制技術，並涵蓋系統績效評估與未來的發展方向。
This course introduces designs and operations of service systems. Students will learn how business can create a competitive advantage through operations. They will also learn both quantitative and qualitative techniques to effectively manage the goods and services to satisfy customers.

2. 教學綱要 (Syllabus)

課程由五個主題所組成，分別為服務策略、流程分析、服務接觸與服務品質、產能與等候線管理、營收管理。主題彼此相連，企業策略主導流程設計，作業設計影響管理方式，而有效的規劃與控管可讓企業在多變的市場中成長。
This course is organized into five interrelated sections: service strategy, process analysis, service encounter and service quality, capacity and waiting line management, and revenue management. A company's strategy dictates the process design. The design of operations dictates how it needs to be managed. Effective planning and control allow a company to innovate and manage changes.

3. 教科書 (Texts)

Fitzsimmons and Fitzsimmons, Service Management, 8th edition, McGraw-Hill

4. 參考書 (Reference Materials)

Cachon and Terwiesch, "Matching Supply with Demand", 3rd edition, McGraw-Hill.

5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	The Nature of Service	
2.	Service Strategy	
3.	Service Packages	
4.	Process View of the Organization	
5.	Process Analysis	
6.	Service Encounter	
7.	Service Quality	開放觀摩
8.	Case Study	
9.	Demand Management	
10.	Capacity Management	
11.	Case Study	
12.	Waiting Line Management	
13.	Managing Inventory	
14.	Case Study	
15.	Revenue Management	
16.	Case Study	
17.	Globalization	
18.	Final Exam	
6.英文成績評定(Evaluation method)		
Homework, 30%; Case Study, 30%; Final Exam, 30%; Participation, 10%		
7.課堂要求(Classroom requirements)		
Basic knowledge of probability theory		
8.如何提升學生英文能力(How to improve students' English ability)		
Active learning by participation and presentation		
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
■課程錄影,協助學生複習(Recording lessons aid students to review)		
■TA 協助輔導學生(TA assist to tutor students)		
□其他(請詳述): (Others / Described in detail)		

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課程名稱 Course Title	中文 Chinese 英文 English	國際財務管理 International Financial Management	學分數/時數 Credit(s)/Hour(s)
永久課號 Course Number	132B10042		開課班級 Class 國管學程一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	財管系
授課教師姓名 Teacher's Name	陳香蘭	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input checked="" type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

This course aims at introducing the fundamental of international financial management for multinational corporations. It is designed for students with an understanding of the fundamental concepts and the tools necessary to have a global view. The course will emphasize how to deal with exchange rate risk and market imperfections.

2. 教學綱要 (Syllabus)

In a highly globalized and integrated world economy, it is important for students to understand vital international dimensions of financial management. This class encourages students to learn about the major dimension set of international finance apart from domestic finance: exchange rate risk and country risks, market imperfections, and expanded opportunity set. The class will help students to understand the main idea of international financial management by lectures, group discussions, and case studies.

3. 教科書 (Texts)

Madura, J., *International Financial Management*, Cengage Learning.

4. 參考書 (Reference Materials)

Ross, S. A., Westerfield, R. W. & Jordan, B. D., *Fundamentals of Corporate Finance*, McGraw Hall.

5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The
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		teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Multinational financial management: an overview	
2.	Exchange rate determination	開放觀摩
3.	Measuring exposure to exchange rate fluctuations	
4.	Managing transaction exposure	
5.	Case study: transaction exposure	
6.	Managing economic exposure	
7.	Case study: economic exposure	
8.	Managing translation exposure Case study: translation exposure	
9.	Direct foreign investment	
10.	Multinational capital budgeting	
11.	Case study: multinational capital budgeting	
12.	International corporate governance and control	
13.	Country risk analysis	
14.	Multinational capital structure and cost of capital	
15.	Case study: international project evaluation	
16.	Long-term debt financing	
17.	Final report presentation	
18.	Final report presentation	
6.英文成績評定(Evaluation method)		
Class participation and discussion: 20%; Assignments: 20% Case analysis and presentation: 30%; Final report: 30%		
7.課堂要求(Classroom requirements)		
Please come prepared for class.		
8.如何提升學生英文能力(How to improve students' English ability)		
Students can enhance their reading and communication skills by discussing cases with group members. Via oral presentation, students have chances to express their perspectives in English and enhance their presentation skills.		
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		

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開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>112</u> 學年度 Academic year <u>2</u> 學 期 Semester
課程名稱 Course Title	中文 Chinese 策略行銷 英文 English Strategic Marketing	學分數/時數 Credit(s)/Hour(s)	3/3
永久課號 Course Number	132B10033	開課班級 Class	碩二甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系
授課教師姓名 Teacher's Name	楊景傳	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input checked="" type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

This course is expected to complete a sequence of teaching objectives such as knowledge understanding, knowledge integration, and knowledge application. According to the expected completeness, this course includes two major objectives: (1) To assist students to be familiar with the concepts, theories, and issues of strategic marketing. (2) To help students to develop the essential skills needed for working in the field of strategic marketing.

2. 教學綱要 (Syllabus)

Strategic marketing examines marketing strategy using a combination of concepts, application processes, and cases to develop managers' and professionals' decision-making processes and apply them to business situations. The course concentrates on the identification and analysis of business units and then on the development of a strategic marketing plan for the business unit. It overviews strategic planning and integrates it with a market-centered focus on the planning process. Using business strategy as a foundation, key decision areas that are involved in developing and implementing marketing strategy are examined. Discussion of competitive advantage, competing in global markets, and strategic analysis are integrated to provide a holistic perspective. Heavy emphasis is placed on market definition and analysis, segmentation, competitor analysis, targeting, and the strategic decisions involved in developing the marketing program. Throughout the course, considerable emphasis is placed on a global perspective.

3. 教科書 (Texts)

Kotler, Keller, and Chernev, 2022, Marketing Management, 16th eds., Pearson

4. 參考書 (Reference Materials)

1. Kevin Lane Keller and Vanitha Swaminathan, 2020, Strategic Brand Management, 5th eds., Pearson.
2. Orville C. Walker, JR. and John W. Mullins, 2014, Marketing Strategy: A Decision-Focus 8th eds., McGraw-Hill.
2. David W. Cravens and Nigel F. Piercy, 2013, Strategic Marketing, 10th eds., McGraw-Hill
3. David Aaker and Damien McLoughlin, 2010, Strategic Market Management: Global Perspective. 1st eds., Wiley
4. Journals

5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Introduction of Strategic Marketing	
2.	Marketing Planning and Management (I)	
3.	Marketing Planning and Management (II)	
4.	Understanding the Market	
5.	Developing a Viable Market Strategy (I)	
6.	Developing a Viable Market Strategy (II)	
7.	Designing and Managing Products and Services	
8.	Managing Pricing and Sales Promotions	
9.	Mid-term Exam	
10.	Building Strong Brands (I)	Class Open
11.	Building Strong Brands (II)	Class Open
12.	Building Strong Brands (III)	Class Open
13.	Designing an Integrated Marketing Campaign (I)	Class Open
14.	Designing an Integrated Marketing Campaign (II)	Class Open
15.	Designing an Integrated Marketing Campaign (III)	Class Open
16.	Developing New Products	
17.	Building Customer Loyalty	
18.	Final Exam	

6.英文成績評定(Evaluation method)

Class Participation and discussion (20%); Group and individual assignments (50%); Exams (30%)

7.課堂要求(Classroom requirements)

Classes normally will be conducted utilizing a combination of discussion, case analysis, in-class exercises, breakout teams, application exercises, and various aspects of industry analysis to be prepared prior to class and discussed in class. Your own contribution to the classroom discussion based on your own knowledge and your experiences is a critical part of the success of the course for everyone. Informed, interesting, and insightful comments should be the norm. Quality of contribution rather than merely quantity of "talk time" is a key to success.

8.如何提升學生英文能力(How to improve students' English ability)

Encouraging students to engage more in collaboration and cooperation for the term project.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■課程錄影，協助學生複習(Recording lessons aid students to review)

■TA 協助輔導學生(TA assist to tutor students)

□其他(請詳述)：(Others / Described in detail)

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112	學年度 Academic year						
2	學 期 Semester						
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; border: none;">中文 Chinese</td> <td style="border: none;">應用統計分析</td> </tr> <tr> <td style="border: none;">英文 English</td> <td style="border: none;">Applied Statistical Analysis</td> </tr> </table>	中文 Chinese	應用統計分析	英文 English	Applied Statistical Analysis	學分數/時數 Credit(s)/Hour(s)	3/3
中文 Chinese	應用統計分析						
英文 English	Applied Statistical Analysis						
永久課號 Course Number	2376	開課班級 Class	碩士一甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	風管系				
授課教師姓名 Teacher's Name	陳青浩	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

本課程將透過實際案例讓學生學習資料分析，藉由 EXCEL 與 SPSS 電腦軟體，幫助同學建立正確統計觀念與了解應該如何進行資料分析，從研究設計、資料登錄、資料分析到結果解釋，能夠正確解讀及應用。本課程並將介紹相關分析、變異數分析、無母數分析等統計分析方法。

This course will allow students to learn data analysis methods through actual cases. By using EXCEL and SPSS computer software, help students establish correct statistical concepts and understand how to conduct data analysis. From research design, data input, data analysis to result interpretation, they will be able to correctly interpret and apply appropriate analytical methods. Statistical analysis methods such as correlation analysis, analysis of variance and nonparametric analysis will be introduced in this course.

2. 教學綱要 (Syllabus)

社會科學研究中廣泛應用統計分析方法，本課程目標為幫助學生了解理論與方法且正確應用，課程中複習基礎統計概念、教授學生使用 EXCEL 和 SPSS 繪製表格和圖形、了解機率分配、建立信賴區間和進行假設檢定，此外並以實際案例介紹與討論如何進行統計應用分析。

Statistical analysis methods are widely used in social science research, the goal of this course is to help students understand statistics theories and apply analysis methods correctly. In this course, we will review basic statistics concepts, and learn how to use EXCEL and SPSS to draw tables and graphs, understand probability distribution, estimate confidence intervals and Perform hypothesis testing, also introduce and discuss how to conduct statistical application analysis with actual cases.

3.教科書(Texts)

自編教材 (self-edited lecture materials)

4.參考書(Reference Materials)

5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Review of Basic Statistics	
2.	Using EXCEL for Tabular and Graphical Presentation	
3.	EXCEL Function	開放觀摩
4.	EXCEL Pivot Table	
5.	Using EXCEL for Interval Estimation and Hypothesis Testing	
6.	How to use SPSS	
7.	Using SPSS for Tabular and Graphical Presentation	
8.	Using SPSS for Interval Estimation and Hypothesis Testing	
9.	Mid term Exam	
10.	Confidence Interval and Hypotheses Testing	
11.	Estimation and Hypotheses Test for One Population	
12.	Estimation and Hypotheses Test for Two Populations	
13.	Analysis of Variance	
14.	Correlation Analysis	
15.	Nonparametric Analysis (1)	
16.	Nonparametric Analysis (2)	
17.	Case Analysis	
18.	Final Exam	

6.英文成績評定(Evaluation method)

Since the goal is to gain both a theoretical understanding of experimental design and analysis, and a practical proficiency applying these concepts and techniques. There will be mid-term and final examinations, which will primarily focus on the conceptual and theoretical understanding of the lecture material. These exams account for 30% and 40% respectively of final grade. There will also be homeworks and data analysis projects assigned during the semester, the projects will be designed to assess practical understanding and ability to correctly apply the concepts learned in the lecture, these assignments will account for 30% of final grade.

Midterm exam 30%, Final exam 40%, Homework and Projects 30%.

7. 課堂要求(Classroom requirements)

This course will focus on how to perform statistical analysis and analyze the statistical outputs, students need to have basic concepts of Statistics.

8. 如何提升學生英文能力(How to improve students' English ability)

To enhance the understanding of professional knowledge through the course learning and the interaction of classmates.

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

- 課程錄影，協助學生複習(Recording lessons aid students to review)
- TA 協助輔導學生(TA assist to tutor students)
- 其他(請詳述)：(Others / Described in detail)

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">112 學年度 Academic year</td> <td style="width: 50%;"></td> </tr> <tr> <td style="text-align: center;">2 學 期 Semester</td> <td></td> </tr> </table>	112 學年度 Academic year		2 學 期 Semester	
112 學年度 Academic year							
2 學 期 Semester							
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">中文 Chinese</td> <td style="width: 90%;">顧客關係管理專題</td> </tr> <tr> <td style="text-align: center;">英文 English</td> <td>Customer Relationship Management</td> </tr> </table>	中文 Chinese	顧客關係管理專題	英文 English	Customer Relationship Management	學分數/時數 Credit(s)/Hour(s)	3/3
中文 Chinese	顧客關係管理專題						
英文 English	Customer Relationship Management						
永久課號 Course Number	132B10018	開課班級 Class	碩班二甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系				
授課教師姓名 Teacher's Name	葉曉萍	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

This course provides a framework of understanding the strength for business to build and manage customer relationship. In the era of big data, this course also delivers the concepts of IT capabilities, the state-of-the-art mobile techniques, and the importance of data mining on strategic planning for customer relationship management (CRM).

2. 教學綱要 (Syllabus)

The course format is designed to be interactive and would comprise of case and conceptual discussions. Students will lead the discussion of cases. The lecturer will facilitate these discussions often interjecting conceptual and theoretical issues impacting case decisions.

3. 教科書 (Texts)

Lecture's self-compiled material

4. 參考書 (Reference Materials)

None

5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	<p style="text-align: center;">備註 Notes</p> <p>(請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週)</p> <p>(Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and</p>
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		final exams.)
1.	Introduction	
2.	Case study—Amazon	
3.	Case study—Amazon	
4.	Case study—Amazon	
5.	Case study—Amazon	開放觀摩
6.	Case study—Amazon	
7.	Case study—Amazon	
8.	Case study—Alibaba	
9.	Case study—Alibaba	
10.	Case study—Alibaba	
11.	Case study—Alibaba	
12.	Case study—Tencent	
13.	Case study—Tencent	
14.	Case study—Walmart	
15.	Case study—Walmart	
16.	Case study—Netflix	
17.	Case study—Uber	
18.	Case study—Zappos	
6.英文成績評定(Evaluation method)		
Group discussion: 90% 、 Class attendance: 10%		
7.課堂要求(Classroom requirements)		
None		
8.如何提升學生英文能力(How to improve students' English ability)		
Active learning by participation and presentation		
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		

管理英文

Management and Business English 阮明勇/E525 room

to be supplemented

企業倫理與永續發展

Business Ethics and Sustainable Development

阮明勇/E525 room

to be supplemented