

## **114-1 學期 課程大綱**

**內容僅供參考，詳細教學依教師實際上課為準。**

### **(2025 Fall semester) Syallabus**

**For reference only. The actual content will follow the in-class instruction.**

**IMBA office.**

開課系所 Class Department	國管學程 IMBA		開課學年/學期 Academic year and semester	114 學年度 Academic year 1 學 期 Semester
課程名稱 Course Title	中文 Chinese	研究方法	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Research Method		
選課代碼 Course Number	2360		開課班級 Class	碩班一甲
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	國管學程
授課教師姓名 Teacher's Name	阮明勇			

### 英語授課大綱 (Course Description)

#### 1.教學目標(Teaching objectives)

The objectives of this course are to help graduate students comprehensively understand the domain knowledge of research methods and guild them toward achieving competence and proficiency in the theory of research and practice to research. Upon completing this course, students will be able to apply the concepts and methods introduced to their graduation thesis and future work after graduation.

#### 2.教學綱要(Syllabus)

The teaching content covers 6 areas: (1) The nature of research and defining a research topic, (2) Research approach, (3) Research instruments, (4) Sampling plan, (5) Master thesis structure, (6) Instruction for writing thesis.

#### 3.教科書(Texts)

英文書名：Business research methods  
英文作者：Schindler, P. S.  
英文出版社：McGraw-Hill/ Irwin  
出版日期：2021 年 01 月

#### 4.參考書(Reference Materials)

To be provided by the lecturer

#### 5.教學進度表(Course Schedule)

週次 Weekly	英文授課內容 English Course Content	分配節次 Assigned Classes
Week 1 (09/08)	課程介紹 / Course Introduction	3
Week 2 (09/15)	研究基礎和基本原則研究中的倫理/Research Foundations and Fundamentals Ethics in Research	3
Week 3 (09/22)	像個研究者一樣思考/Think like a researcher	3

Week 4 (09/29)	研究流程概述、釐清研究問題、研究設計概述/Overview of research process、Clarifying the research question、Overview of research design	3
Week 5 (10/06)	假日 本週停課！/Holiday – No class!	3
Week 6 (10/13)	抽樣設計(質性研究的資料蒐集設計)/Sampling design Data collection design for qualitative research	3
Week 7 (10/20)	量化研究的資料蒐集設計/Data collection design for quantitative research (survey)	3
Week 8 (10/27)	衡量基礎（量表）問卷設計/Measurement foundation (scale) Questionnaire	3
Week 9 (11/03)	期中考試 /Mid-term exam	3
Week 10 (11/10)	定量研究中的抽樣收集數據/Sampling in quantitative research Collecting data	3
Week 11 (11/17)	資料準備與描述(探索、呈現與檢視資料、假設檢定與關係衡量) /Data preparation and description、Exploring, displaying, and examining data、Hypothesis testing and Measures of relationship	3
Week 12 (11/24)	使用 SPSS 與 Smart PLS 軟體進行資料分析、撰寫研究論文 撰寫論文與口試答辯/Using SPSS and Smart PLS software for data analysis、Writing a research paper、Writing thesis and oral defense)	3
Week 13 (12/01)	使用 SPSS 與 Smart PLS 軟體進行資料分析、撰寫研究論文、撰寫論文與口試答辯 /Using SPSS and Smart PLS software for data analysis、Writing a research paper、Writing thesis and oral defense)	3
Week 14 (12/08)	實驗研究導論/Introduction of Experimental research	3
Week 15 (12/15)	小組作業：論文報告（1）/Group assignment: Paper presentation (1)	3
Week 16 (12/22)	小組作業：論文報告（2）/Group assignment: Paper presentation (1)	3
Week 17 (12/29)	個人報告(1) /Individual report (1)	3
Week 18 (01/05)	個人報告(2) /Individual report (2)	3

#### 6.英文成績評定(Evaluation method)

30% Class discussion & participation; 20% Mid-term exam; 25% Group report; 25% Individual report

#### 7.課堂要求(Classroom requirements)

(1) Students are required to prepare materials before participating class and to review their works after the class (2) Students are not allowed to be absent more than 3 times.

開課系所 Class Department	國管學程 IMBA		開課學年/學期 Academic year and semester	<u>114</u> 學年度 Academic year <u>1</u> 學 期 Semester
課程名稱 Course Title	中文 Chinese	供應鏈管理專題	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Supply Chain Management		
選課代碼 Course Number	2362		開課班級 Class	1 年級
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	運籌系
授課教師姓名 Teacher's Name	蔡坤穆			
英語授課大綱 (Course Description)				
1.教學目標(Teaching objectives)				
Supply chain management (SCM) is concerned with efficient integration of suppliers, factories, warehouses and stores so that products are distributed to customers in the right conditions and at the right time. This course intends to explore the key issues associated with the operations and management of supply chains. Throughout the progress of the course, students are expected to understand how businesses operate globally in marketing, production, procurement and logistics from the perspectives of material and information flows and be able to apply SCM practices to solve real world problems. Several cases will be discussed in class such as Zara, Apple, Foxconn, Walmart, DHL, Harley Davidson, etc. to enhance student understanding of SCM practices. In this course, we implement PBL (Problem-based learning) that students have to find and study the real-world cases that best explain the theories and practices to be discussed.				
2.教學綱要(Syllabus)				
The course contents include introduction of supply chain management, postponement in SCM, SC bullwhip effects, network design and modeling in a SC, information technology and decision- support systems for supply chain management, quick response (QR)/ECR/VMI, strategic alliances and outsourcing strategies, warehousing in a SC, Packaging for SCM, Sustainability in SCM, performance measurement, etc.				
3.教科書(Texts)				
Supply Chain Logistics Management, 4th ed., Donald J. Bowersox, David J. Closs, and M. Bixby Cooper, McGraw-Hill, 2012				
4.參考書(Reference Materials)				
Handouts and papers				
5.教學進度表(Course Schedule)				
週次 Weekly	英文授課內容 English Course Content			分配節次 Assigned Classes
Week 1	Introduction_21st Century Supply Chains			3
Week 2	Supply chain integration and collaboration			

Week 3	Bullwhip effects and beer games	3
Week 4	PBL and Case Study 1	3
Week 5	E-hub, Information sharing and SCIS	3
Week 6	Quick response (QR), efficient consumer response (ECR), VMI	3
Week 7	Postponement in supply chains	3
Week 8	PBL and Case Study 2	3
Week 9	Logistics and logistics cost analysis	3
Week 10.	Customer Relationship Management	3
Week 11	Procurement and Manufacturing	3
Week 12	PBL and Case Study 3	3
Week 13	Warehousing in SCM	3
Week 14	Packaging and Green Supply Chains	3
Week 15	Risk and Sustainability_1	3
Week 16	Risk and Sustainability_2	3
Week 17	PBL and Case Study 4	3
Week 18	Final Exam	3

#### 6.英文成績評定(Evaluation method)

1. Exam (30%) 、 2. Case Project (50%) 、 3. Class Participation (20%)

#### 7.課堂要求(Classroom requirements)

Students are expected to study and discuss for the PBL and the cases. Be participative and play your good roles.

開課系所 Class Department	國管學程 IMBA		開課學年/學期 Academic year and semester	114 學年度 Academic year 1 學 期 Semester
課程名稱 Course Title	中文 Chinese	消費者行為	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Consumer Behavior		
選課代碼 Course Number	2361		開課班級 Class	碩班一甲
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	國管學程、行銷系
授課教師姓名 Teacher's Name	阮明勇			
英語授課大綱 (Course Description)				
1.教學目標(Teaching objectives)				
<p>This course has three main objectives: (1) to introduce to students the classic theories and practice of consumer behavior and the implications of the most current academic research in the field, (2) to provide students with basic understanding of consumer behaviors in the digital age using contemporary concepts, and (3) to enable students to apply consumer behavior concepts to real-world marketing problems. Additionally, reading and completing assignments on contemporary case studies will facilitate students' understanding of the hot issues in consumer behavior. In-class discussions and group assignments will allow students to share viewpoints among peers and work out solutions in a team.</p>				
2.教學綱要(Syllabus)				
<p>Understanding consumers and the influences of consumer behavior is crucial for explaining and predicting consumption-related behavior in individuals and organizations alike. This course introduces the fundamental concepts, principles, and theories of consumer behavior and relates them to the practice of marketing. Drawing on both psychological and sociological viewpoints, this course covers individual factors, such as motivation and needs, perception, learning, personality and lifestyle attitudes, and external socio-cultural factors, such as family, social groups and group processes, social class, culture and subculture in the context of consumption. This prepares students for making informed decisions about managing and responding to consumers' needs and wants.</p>				
3.教科書(Texts)				
英文書名：Consumer Behavior: Buying, Having, Being (14th edition) 英文作者：Solomon, M.R. and Russell, C.A. 英文出版社：Pearson 出版日期：2024 年 01 月				
4.參考書(Reference Materials)				
To be provided by the lecturer				
5.教學進度表(Course Schedule)				

週次 Weekly	英文授課內容 English Course Content	分配節次 Assigned Classes
Week 1 (09/09)	課程介紹 / Course Introduction	3
Week 2 (09/16)	消費者行為學導論 / An introduction to consumer behavior	3
Week 3 (09/23)	消費者道德與社會福祉 / Consumer Ethics and Social Well-being	3
Week 4 (09/30)	知覺 / Perception	3
Week 5 (10/07)	學習與記憶 / Learning and Memory	3
Week 6 (10/14)	動機與情感 / Consumer Motivation and Affect	3
Week 7 (10/21)	個性、生活方式和價值觀 / Personality, Lifestyles, and Values	3
Week 8 (10/28)	態度的形成與改變 / Attitude formation and Change	3
Week 9 (11/04)	期中考 / Mid-term report	3
Week 10 (11/11)	說服性溝通 / Persuasive Communications	3
Week 11 (11/18)	決策制訂與消費者行為 / Decision Making	3
Week 12 (11/25)	購買、使用與處置 / Buying, Using, and Disposing	3
Week 13 (12/02)	團體、社群媒體以及團體如何定義我們 / Groups, Social Media, and How groups define us	3
Week 14 (12/09)	社會階層和地位 / Social Class and status	3
Week 15 (12/16)	次文化和文化 / Sub-culture and culture	3
Week 16 (12/23)	期末報告 (1) / Final report (1)	3
Week 17 (12/30)	期末報告 (2) / Final report (2)	3

Week 18 (01/06)	(保留週)/(Reserved week)	3
6.英文成績評定(Evaluation method)		
25% Class discussion & participation; 25% Mid-term report; 20% Final report (1); 30% Final report (2)		
7.課堂要求(Classroom requirements)		
Students are required to prepare materials before participating class, actively participate in case study discussions in class, and review their works after the class. Students are not allowed to be absent for more than 3 times.		



開課系所 Class Department	國管學程 IMBA		開課學年/學期 Academic year and semester	114 學年度 Academic year 1 學 期 Semester
課程名稱 Course Title	中文 Chinese	創新與科技管理	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Technology and Innovation Management		
選課代碼 Course Number	2365		開課班級 Class	碩班一甲
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	國管學程
授課教師姓名 Teacher's Name	阮明勇			
英語授課大綱 (Course Description)				
1.教學目標(Teaching objectives)				
<p>This course is designed to provide students with a comprehensive understanding of technology innovation management in businesses. By completing this course, students will have: (1) a familiarity with current topics in strategic innovation management, such as innovation networks, disruptive innovation, open innovation, social innovation, (2) an understanding of contemporary global technology and innovation trends, (3) an understanding of the strategies most effective for exploiting innovations, (4) the ability to apply these concepts directly to real world situations, and (5) skills to identify, evaluate, and resolve a variety of issues relating to poor innovative performance in large firms as well as entrepreneurial firms</p>				
2.教學綱要(Syllabus)				
<p>Innovation and technology management includes a variety of topics. This course approaches technology and innovation issues from the entrepreneur and manager's perspective and strategic perspective. Building an organization that can continuously generate and commercialize innovations is one of the core concerns of top management. Thus, any leader should be conversant with the leading thinking on innovation. In addition, we will consider the relationship between processes and structures for innovation in firms, the strategies for exploitation, and the environment in which these must be designed (e.g., competition, rate of technological change, sources of innovation). The course combines lectures, case studies analyses, and student presentations. The readings are drawn from research in the management of technological innovation and technology-based entrepreneurship, as well as from economics and organizational theory. The case studies provide an extensive opportunity to integrate and apply these tools in a practical business context and draw from various firms and industries.</p>				
3.教科書(Texts)				
<p>英文書名：Innovation and Entrepreneurship, 4th edition 英文作者：John R. Bessant, Joe Tidd 英文出版社：Wiley 出版日期：2024 年 03 月 備註：</p>				
4.參考書(Reference Materials)				

To be provided by the lecturer		
5.教學進度表(Course Schedule)		
週次 Weekly	英文授課內容 English Course Content	分配節次 Assigned Classes
Week 1 (09/11)	課程介紹 / Course Introduction	3
Week 2 (09/18)	技術與創新管理概述 / Overview of Technology and Innovation Management	3
Week 3 (09/25)	社會創新 / Social Innovation	3
Week 4 (10/02)	可持續發展主導的創新 / Sustainability-led Innovation	3
Week 5 (10/09)	創業創造力 TRIZ 萃思理論 (1)/ Entrepreneurial Creativity The TRIZ theory (1)	3
Week 6 (10/16)	創業創造力 TRIZ 萃思理論 (2)/ Entrepreneurial reativity The TRIZ theory (2)	3
Week 7 (10/23)	創新源泉 / Sources of Innovation	3
Week 8 (10/30)	開放式創新、設計思維/ Open Innovation Design Thinking	3
Week 9 (11/06)	期中個案研究報告 / Mid-term case study report	3
Week 10 (11/13)	開發網絡 / Exploiting Networks	3
Week 11 (11/20)	開發新產品和服務 / Developing New Products and Services	3
Week 12 (11/27)	建立新的合資企業 / Creating New Ventures	3
Week 13 (12/04)	商業模式和獲取價值 / Business Model and Capturing Value	3
Week 14 (12/11)	小組報告（期刊論文分析） / Group report (Journal paper)	3
Week 15 (12/18)	小組報告（創新構提案） / Group report (Innovative idea)	3
Week 16 (12/25)	假日（停課） / Holiday (No class)	3

Week 17 (01/01)	假日（停課） / Holiday (No class)	3
Week 18 (01/08)	小組報告（創新構 提案） / Group report (Innovative idea)	3
6.英文成績評定(Evaluation method)		
25% Class discussion & participation; 25% Case study report; 20% Group report (Journal paper); 30% Group report (Innovative idea)		
7.課堂要求(Classroom requirements)		
Students are required to prepare materials before participating class and to review their works after the class. Students are not allowed to be absent for more than 3 times.		

開課系所 Class Department	國管學程 IMBA		開課學年/學期 Academic year and semester	<div>114學年度 Academic year</div> <div>1學期 Semester</div>
課程名稱 Course Title	中文 Chinese	企業經營與數據分析 專題研討	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Seminar on Business Management and Data Analysis		
選課代碼 Course Number	2363		開課班級 Class	碩班一甲
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	資管系、行銷系
授課教師姓名 Teacher's Name	陳世智、許 軒			
英語授課大綱 (Course Description)				
1.教學目標(Teaching objectives)				
<p>The Seminar on Business Management and Data Analysis aims to enhance students' understanding of business management and develop their ability to use data analysis tools for decision-making. It focuses on improving students' skills in analyzing and interpreting business data, while also exploring the challenges and applications of data analysis in modern business environments. The course encourages critical thinking on business management and data analysis issues, and promotes teamwork and problem-solving through practical case discussions.</p> <ul style="list-style-type: none"><li>Recognize and interpret core concepts of smart business management, data analytics, and advanced technology integrating into business management.</li><li>Assess and analyze real-world scenarios and cases involving smart technologies, AI, and digital transformation.</li></ul> <p>Develop a cohesive project that proposes innovative solutions for implementing smart business practices, and critically evaluate their potential impact.</p>				
2.教學綱要(Syllabus)				
<p>The Seminar on Business Management and Data Analysis aims to deepen students' understanding of business management while strengthening their ability to use data analysis tools for informed decision-making. In addition to highlighting the practical analysis and interpretation of business data, the course explores emerging challenges and applications of data analytics in today's rapidly evolving business environments. Through critical examination of management and analytics issues and collaborative case discussions, students develop foundational skills in digital transformation, smart business strategies, and advanced technologies such as Analytical AI, Generative AI, and smart technologies. Keynote speeches by industry and academic experts provide real-world perspectives, culminating in a final project—either a case study or a literature review—on implementing smart business practices.</p>				

3.教科書(Texts)		
Instructor-Created Materials		
4.參考書(Reference Materials)		
<p>Anderson, E. T., &amp; Simester, D. (2011). A step-by-step guide to smart business experiments. <i>Harvard business review</i>, 89(3), 98-105.</p> <p>Eapen, T. T., Finkenstadt, D., Folk, J., &amp; Venkataswamy, L. (2023). How generative AI can augment human creativity. <i>Harvard business review</i>, 101(6), 76-85.</p> <p>Gong, C., &amp; Ribiere, V. (2021). Developing a unified definition of digital transformation. <i>Technovation</i>, 102. doi:10.1016/j.technovation.2020.102217</p> <p>Hsu, H. (2025). Facing the next chapter of smartness: Designing smarter hospitality customer experience with artificial intelligence of things (AIoT). <i>International Journal of Hospitality Management</i>, 128. doi:10.1016/j.ijhm.2025.104163</p> <p>Ngai, E. W. T., &amp; Wu, Y. (2022). Machine learning in marketing: A literature review, conceptual framework, and research agenda. <i>Journal of Business Research</i>, 145, 35-48. doi:10.1016/j.jbusres.2022.02.049</p> <p>Plekhanov, D., Franke, H., &amp; Netland, T. H. (2023). Digital transformation: A review and research agenda. <i>European Management Journal</i>, 41(6), 821-844. doi:10.1016/j.emj.2022.09.007</p> <p>Porter, M. E., &amp; Heppelmann, J. E. (2015). How smart, connected products are transforming companies. <i>Harvard business review</i>, 93(10), 96-114.</p> <p>Porter, M.E., Heppelmann, J.E., 2014. How smart, connected products are transforming competition. <i>Harv. Bus. Rev.</i> 92 (11), 64–88.</p> <p>Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., &amp; Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. <i>Journal of Business Research</i>, 122, 889-901. doi:10.1016/j.jbusres.2019.09.022</p>		
5.教學進度表(Course Schedule)		
週次 Weekly	英文授課內容 English Course Content	分配節次 Assigned Classes
Week 1	Introduction to the Course and Concepts of Business Data Analysis	3
Week 2	The Role of Data Analysis in Business Management	3
Week 3	Applications of Generative AI and Analytical AI in Business	3
Week 4	Future Trends and Challenges in Smart Business	3
Week 5	Integration of Analytical AI and Smart Technologies	3
Week 6	Leadership and Management Challenges in Digital Transformation	3
Week 7	Fundamental Theories and Methods of PLS and SEM	3
Week 8	Applications and Practices of PLS	3
Week 9	Midterm Examination Week	3
Week 10.	Practical Applications of PLS and SEM in Business Research	3
Week 11	Challenges and Practices in Cross-Cultural Management and International Team Collaboration	3

Week 12	Digital Transformation and Applications of Smart Technologies in International Business	3
Week 13	Digital Transformation in Contemporary Business Management: Key Concepts and Strategies	3
Week 14	Becoming a Smart Business: Rationale and Implementation Strategies	3
Week 15	Implementing Analytical AI and Generative AI in Business and Marketing	3
Week 16	Keynote Speech I- Smart Everywhere – Insights into Industrial Computers and IoT by Advantech's Head of Digital Marketing (Tentative)	3
Week 17	Keynote Speech II- Real-World Application of Smart Tech– How I Built a Smart Hotel by Academic Expert (Tentative)	3
Week 18	Final Project- Insights into Smart Business Management: A Case Study or Literature Review Approach	3

#### 6. 英文成績評定(Evaluation method)

##### **W1-W12: 65% of Total Assessment**

- Class Participation and Discussion 20%
- Assignments and Case Studies 25%
- Midterm Examination 20%

##### **W13-W18: 35% of Total Assessment**

- Participation and Engagement: 5%
- Assignments and Keynote Reflective Essays: 10%
- Final Project: 20%

#### 7. 課堂要求(Classroom requirements)

Students must prepare before class and review their work afterward.