

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) : 112/08/04

1120206 核定版

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>1</u> 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)
	英文 English	Consumer Behavior	
永久課號 Course Number	132B10052		開課班級 Class
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
授課教師姓名 Teacher's Name	阮明勇		職 稱 Position
	楊景傳		
<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
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是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher		<input checked="" type="checkbox"/> 是 Yes (阮明勇 (外籍) 專案助理教授) <input type="checkbox"/> 否 No	
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input checked="" type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.		
<input type="checkbox"/> 申請時之前二次所授該門課程英語或中文教學意見調查量化分數全部達三點五分 Quantitative scores of surveys on teaching opinions of courses taught in the previous two semesters before application were all 3.5 points <input checked="" type="checkbox"/> 申請時之前未於本校授課 Did not teach at our school before the application <input type="checkbox"/> 新開課課程 New Course			

<p>簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)</p>	<p>The course is taught in International Master of Business Administration Program and all the courses offered in the program are in English. Besides, most of the students in class are foreign students and English is the only common language.</p>
<p>英語授課大綱 (Course Description)</p>	
<p>1.教學目標(Teaching objectives)</p>	
<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.</p> <p>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>	
<p>2.教學綱要(Syllabus)</p>	
<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>	
<p>3.教科書(Texts)</p>	
<p>Consumer Behavior: Buying, Having, and Being (Global edition) Michael R. Solomon Pearson, 12th Editon, 2019</p>	
<p>4.參考書(Reference Materials)</p>	
<p>To be provided by the lecturer</p>	
<p>5.教學進度表(Course Schedule)</p>	
<p></p>	

週次 Weekly	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.)
Week 1 (09/13)	課程介紹	Course Introduction	
Week 2 (09/20)	消費者行為學導論	Buying, Having, and Being: An introduction to consumer behavior	
Week 3 (09/27)	消費者行為與社會福祉	Consumer and Social Well-being	
Week 4 (10/04)	知覺	Perception	開放觀摩
Week 5 (10/11)	學習與記憶	Learning and Memory	
Week 6 (10/18)	動機與情感	Motivation and Affect	
Week 7 (10/25)	自我:思想、性別和身體	The Self: Mind, Gender, and Body	
Week 8 (11/01)	人格、生活型態與價值	Personality, Lifestyles, and Values	
Week 9 (11/08)	期中考	Mid-term assignment	
Week 10 (11/15)	態度與說服	Attitudes and Persuasive Communications	
Week 11 (11/22)	決策制訂與消費者行為	Decision Making	
Week 12 (11/29)	購買、使用與處置	Buying, Using, and Disposing	
Week 13 (12/06)	團體與社交媒體	Groups and Social Media	
Week 14 (12/13)	收入與社會階層	Income and Social Class	
Week 15 (12/20)	消費者次文化	Subcultures	
Week 16 (12/27)	消費者文化 (I)	Culture (I)	
Week 17 (01/03)	消費者文化 (II)	Culture (II)	
Week 18 (01/10)	期末報告	Final-term report	
6. 英文成績評定(Evaluation method)			
Class participation & discussion: 20%; Individual and group assignments: 50%; Final report: 30%			
7. 課堂要求(Classroom requirements)			
Students are required to prepare materials before participating class and to review their works after the class			

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

The course is lectured in English, and students are advised to interact with lectures and classmates, 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 in English, which enhance their reading ability. The mid-term and final-term exams are carried out in English to improve their English reading and writing ability.

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	創新與科技管理	學分數/時數 Credit(s)/Hour(s)
	英文 English	Technology and Innovation Management	
永久課號 Course Number	132B10056		開課班級 Class
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
授課教師姓名 Teacher's Name	阮明勇		職 稱 Position
		<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct	
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<p>英語授課大綱 (Course Description)</p>	
<p>1.教學目標(Teaching objectives)</p>	
<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>	
<p>2.教學綱要(Syllabus)</p>	
<p>Technology and innovation 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>	
<p>3.教科書(Texts)</p>	
<p>John R. Bessant, Joe Tidd (2015). Innovation and Entrepreneurship, 3rd edition. Wiley</p>	
<p>4.參考書(Reference Materials)</p>	
<p>Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and Innovation - Theory, Practice and Context, Springer Singapore. To be provided by the lecturer</p>	
<p>5.教學進度表(Course Schedule)</p>	

週次 Weekly	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.)
Week 1 (09/11)	課程介紹	Course Introduction	
Week 2 (09/18)	技術與創新管理概述	Overview of Technology and Innovation Management	
Week 3 (09/25)	社會創新	Social Innovation	
Week 4 (10/02)	創新、全球化和發展	Innovation, Globalization and Development	
Week 5 (10/09)	(放假-不上課)	(Adjusted Holiday for National Day - No Class)	
Week 6 (10/16)	可持續發展主導的創新	Sustainability-led Innovation	開放觀摩
Week 7 (10/23)	創業創造力 TRIZ 萃思理論	Entrepreneurial Creativity The TRIZ theory	
Week 8 (10/30)	創新源泉	Sources of Innovation	
Week 9 (11/06)	設計思考	Design Thinking	
Week 10 (11/13)	期中考試	Mid-term Exam	
Week 11 (11/20)	開發網絡	Exploiting Networks	
Week 12 (11/27)	開發新產品和服務	Developing New Products and Services	
Week 13 (12/04)	建立新的合資企業	Creating New Ventures	
Week 14 (12/11)	案例研究討論(1)	Case study Discussion (1)	
Week 15 (12/18)	案例研究討論(2)	Case study Discussion (2)	
Week 16 (12/25)	商業模式和獲取價值 (1)	Business Model and Capturing Value (1)	
Week 17 (01/01)	商業模式和獲取價值 (2)	Business Model and Capturing Value (2)	
Week 18 (01/08)	(新年假期 - 不上課)	(New Year Holiday - No Class)	

6. 英文成績評定(Evaluation method)

Class discussion & attendance: 30%; Mid-term assignment: 35%; Final exam: 35%

7. 課堂要求(Classroom requirements)

Students are required to prepare materials before participating class and to review their works after the class

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

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	英文 English	Research Method									
永久課號 Course Number	132B10063		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								
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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)

Cooper, D. R., & Schindler, P. S. (2018). Business research methods (13th ed.). McGraw-Hill/ Irwin.

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		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.)
Week 1 (09/12)	課程介紹	Course Introduction	
Week 2 (09/19)	商業研究+商業研究倫理	Research in Business + Ethics in Business Research	
Week 3 (09/26)	研究者思考模式	Think like a researcher	
Week 4 (10/03)	研究設計概論	Research Design: An Overview	

Week 5 (10/10)	(國慶節放假一天)	(One day off for National Holiday)	
Week 6 (10/17)	質性研究	Qualitative Research	
Week 7 (10/24)	實驗法	Experiments	
Week 8 (10/31)	調查法	Surveys	開放觀摩
Week 9 (11/07)	期中考	Mid-term assignment	
Week 10 (11/14)	測量	Measurement	
Week 11 (11/21)	測量尺度	Measurement scales	
Week 12 (11/28)	問卷和工具	Questionnaires and Instruments	
Week 13 (12/05)	取樣	Sampling	
Week 14 (12/12)	數據準備和描述	Analysis and Presentation of Data	
Week 15 (12/19)	探索、展示以及檢驗資料	Exploring, Displaying, and Examining Data	
Week 16 (12/26)	假說測試	Hypothesis Testing	
Week 17 (01/02)	關聯測量	Measures of Association	
Week 18 (01/09)	提出見解和發現:寫結論	Presenting Insights and Findings: Written Reports	

6. 英文成績評定(Evaluation method)

Class discussion & attendance: 20%; Group assignment: 25%; Mid-term exam: 25%; Final-term report: 30%

7. 課堂要求(Classroom requirements)

Students are required to prepare materials before participating class and to review their works after the class

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

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