**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

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| 申請日期（Date of Application）： 114/03/26 1120206核定版 |
| 開課系所Class Department | 國管學程 | 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 |
| 永久課號Course Number | 132B10063 | 開課班級Class | 碩班一甲 |
| 必修/選修Required/Elective | □必修Required■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 | 職 稱Position | □專任Tenured■專案Project□兼任Adjunct | □教授Professor □副教授Associate P.■助理教授Assistant P.□講師Lecturer |
| 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 | ■是Yes (外籍專案助教授)□否No |
| 符合之條件Eligible Items(須檢附佐證資料Relative documents as proof are required) | ■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.□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.□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. |
|  □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 □申請時之前未於本校授課 Did not teach at our school before the application □新開課課程New Course |
| 簡述課程以EMI授課緣由Reasons for English Medium Instruction(請以英文撰寫Describing in English) | 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. |
| 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 NationalHoliday) |  |
| 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, andExamining 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) |
| 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 areencouraged 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 | 供應鏈管理專題 | 學分數/時數Credit(s)/Hour(s) | 3/3 |
| 英文English | Supply Chain Management |
| 永久課號Course Number | 132B10027 | 開課班級Class | 1年級 |
| 必修/選修Required/Elective | □必修Required■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 | 職 稱Position | ■專任Tenured□專案Project□兼任Adjunct | ■教授Professor □副教授Associate P.□助理教授Assistant P.□講師Lecturer |
|  | □專任Tenured□專案Project□兼任Adjunct | □教授Professor □副教授Associate P.□助理教授Assistant P.□講師Lecturer |
| 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 | □是Yes■否No |
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| 簡述課程以EMI授課緣由Reasons for English Medium Instruction(請以英文撰寫Describing in English) | The course is taught in International Master of Business Administration Program and all the courses offered in the program are in English. Besides, 2/3 of the students in class are foreign students and English is the only common language. |
| 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、國定假日)(Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.) |
| 1. | Introduction\_21st Century Supply Chains |  |
| 2. | Supply chain integration and collaboration |  |
| 3. | Bullwhip effects and beer games | 開放觀摩 |
| 4. | PBL and Case Study 1 | 開放觀摩 |
| 5. | E-hub, Information sharing and SCIS | 開放觀摩 |
| 6. | Quick response (QR), efficient consumer response (ECR), VMI |  |
| 7. | Postponement in supply chains |  |
| 8. | PBL and Case Study 2 |  |
| 9. | Logistics and logistics cost analysis |  |
| 10. | Customer Relationship Management |  |
| 11. | Procurement and Manufacturing |  |
| 12. | PBL and Case Study 3 |  |
| 13. | Warehousing in SCM |  |
| 14. | Packaging and Green Supply Chains |  |
| 15. | Risk and Sustainability\_1 |  |
| 16. | Risk and Sustainability\_2 |  |
| 17. | PBL and Case Study 4 |  |
| 18. | Final Exam |  |
| 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. |
| 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 required to interact with Professor and other students, which can enhance students’ listening and speaking capability. In organizing teams for case discussion, students are required to form with those from other countries to make sure the discussion is performed in English. Case reports and the final exam are carried out in English to improve their English reading and writing capability. |
| 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 | 消費者行為 | 學分數/時數Credit(s)/Hour(s) |  3/3 |
| 英文English | Consumer Behavior |
| 永久課號Course Number | 132B10052 | 開課班級Class | 碩班一甲 |
| 必修/選修Required/Elective | □必修Required■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 | 職 稱Position | □專任Tenured■專案Project□兼任Adjunct | □教授Professor □副教授Associate P.■助理教授Assistant P.□講師Lecturer |
| 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 | ■是Yes (阮明勇 (外籍)專案助理教授)□否No |
| 符合之條件Eligible Items(須檢附佐證資料Relative documents as proof are required) | □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.□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.■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. |
|  □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 ■申請時之前未於本校授課 Did not teach at our school before the application □新開課課程New Course |
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| 英語授課大綱 (Course Description) |
| 1.教學目標(Teaching objectives) |
| 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. |
| 2.教學綱要(Syllabus) |
| 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. |
| 3.教科書(Texts) |
| Consumer Behavior: Buying, Having, and Being (Global edition) Michael R. SolomonPearson, 12th Editon, 2019 |
| 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 (09/13) | 課程介紹 | Course Introduction |  |
| Week 2 (09/20) | 消費者行為學導論 | Buying, Having, and Being: An introduction toconsumerbehavior |  |
| 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 PersuasiveCommunications |  |
| 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 areencouraged 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) |  3/3 |
| 英文English | Technology and Innovation Management |
| 永久課號Course Number | 132B10056 | 開課班級Class | 碩班一甲 |
| 必修/選修Required/Elective | □必修Required■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 | 職 稱Position | □專任Tenured■專案Project□兼任Adjunct | □教授Professor □副教授Associate P.■助理教授Assistant P.□講師Lecturer |
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| 英語授課大綱 (Course Description) |
| 1.教學目標(Teaching objectives) |
| 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. |
| 2.教學綱要(Syllabus) |
| 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. |
| 3.教科書(Texts) |
| John R. Bessant, Joe Tidd (2015). Innovation and Entrepreneurship, 3rd edition. Wiley |
| 4.參考書(Reference Materials) |
| Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and Innovation - Theory, Practice and Context, Springer Singapore.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 (09/11) | 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 CreativityThe 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) |
| 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 improvetheir 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) |

**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）： 114.03.26 1120206核定版 |
| 開課系所Class Department | 國管學程 | 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 | 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 |
| 永久課號Course Number |  新課 | 開課班級Class | 碩班一甲 |
| 必修/選修Required/Elective | □必修Required■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 | 職 稱Position | ■專任Tenured□專案Project□兼任Adjunct | ■教授Professor □副教授Associate P.□助理教授Assistant P.□講師Lecturer |
| 許 軒 | ■專任Tenured□專案Project□兼任Adjunct | □教授Professor □副教授Associate P.■助理教授Assistant P.□講師Lecturer |
| 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 | □是Yes■否No |
| 符合之條件Eligible Items(須檢附佐證資料Relative documents as proof are required) | ■專任(案)教師取得教務處辦理或認列之英語授課培訓證書者；或兼任教師取得教務處認列之英語授課培訓證書者。Tenured (Project) position applicants must hold an English teaching certificate issued or recognized by our Academic Affairs Office; adjunct position applicants must have an English teaching certificate recognized by our Academic Affairs Office.□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.□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. |
|  □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 □申請時之前未於本校授課 Did not teach at our school before the application ■新開課課程New Course |
| 簡述課程以EMI授課緣由Reasons for English Medium Instruction(請以英文撰寫Describing in English) | 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. |
| 英語授課大綱 (Course Description) |
| 1.教學目標(Teaching objectives) |
| 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.* Recognize and interpret core concepts of smart business management, data analytics, and advanced technology integrating into business management.
* Assess and analyze real-world scenarios and cases involving smart technologies, AI, and digital transformation.
* Develop a cohesive project that proposes innovative solutions for implementing smart business practices, and critically evaluate their potential impact.
 |
| 2.教學綱要(Syllabus) |
| 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. |
| 3.教科書(Texts) |
| Instructor-Created Materials  |
| 4.參考書(Reference Materials) |
| Anderson, E. T., & Simester, D. (2011). A step-by-step guide to smart business experiments. Harvard business review, 89(3), 98-105.Eapen, T. T., Finkenstadt, D., Folk, J., & Venkataswamy, L. (2023). How generative AI can augment human creativity. Harvard business review, 101(6), 76-85.Gong, C., & Ribiere, V. (2021). Developing a unified definition of digital transformation. Technovation, 102. doi:10.1016/j.technovation.2020.102217Hsu, H. (2025). Facing the next chapter of smartness: Designing smarter hospitality customer experience with artificial intelligence of things (AIoT). International Journal of Hospitality Management, 128. doi:10.1016/j.ijhm.2025.104163Ngai, E. W. T., & Wu, Y. (2022). Machine learning in marketing: A literature review, conceptual framework, and research agenda. Journal of Business Research, 145, 35-48. doi:10.1016/j.jbusres.2022.02.049Plekhanov, D., Franke, H., & Netland, T. H. (2023). Digital transformation: A review and research agenda. European Management Journal, 41(6), 821-844. doi:10.1016/j.emj.2022.09.007Porter, M. E., & Heppelmann, J. E. (2015). How smart, connected products are transforming companies. Harvard business review, 93(10), 96-114.Porter, M.E., Heppelmann, J.E., 2014. How smart, connected products are transforming competition. Harv. Bus. Rev. 92 (11), 64–88.Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. Journal of Business Research, 122, 889-901. doi:10.1016/j.jbusres.2019.09.022 |
| 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、國定假日)(Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.) |
| 1. | Introduction to the Course and Concepts of Business Data Analysis |  |
| 2. | The Role of Data Analysis in Business Management |  |
| 3. | Applications of Generative AI and Analytical AI in Business |  |
| 4. | Future Trends and Challenges in Smart Business |  |
| 5. | Integration of Analytical AI and Smart Technologies |  |
| 6. | Leadership and Management Challenges in Digital Transformation |  |
| 7. | Fundamental Theories and Methods of PLS and SEM |  |
| 8. | Applications and Practices of PLS |  |
| 9. | Midterm Examination Week |  |
| 10. | Practical Applications of PLS and SEM in Business Research |  |
| 11. | Challenges and Practices in Cross-Cultural Management and International Team Collaboration |  |
| 12. | Digital Transformation and Applications of Smart Technologies in International Business |  |
| 13. | Digital Transformation in Contemporary Business Management: Key Concepts and Strategies |  |
| 14. | Becoming a Smart Business: Rationale and Implementation Strategies |  |
| 15. | Implementing Analytical AI and Generative AI in Business and Marketing | 開放觀摩 |
| 16. | Keynote Speech I- Smart Everywhere – Insights into Industrial Computers and IoT by Advantech’s Head of Digital Marketing (Tentative) |  |
| 17. | Keynote Speech II- Real-World Application of Smart Tech– How I Built a Smart Hotel by Academic Expert (Tentative) |  |
| 18. | Final Project- Insights into Smart Business Management: A Case Study or Literature Review Approach |  |
| 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. |
| 8.如何提升學生英文能力(How to improve students' English ability) |
| The course is taught in English, encouraging students to engage in lectures and discussions to improve their listening and speaking skills. They are also advised to form international groups for discussions in English. Required readings in English enhance their reading skills. |
| 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) |