

管理學院九十八學年度課程委員臨時會議紀錄

時 間：中華民國99年5月21日星期五 中午12:00~13:40

地 點：利瑪竇大樓二樓LM202會議室

出席人員：高義芳委員、范宏書委員、邵曰仁委員、韓千山委員、莊雅茹委員、謝邦昌委員、蔡麗茹委員、李建裕委員、周宇超委員、王慧美委員、吳建和委員(請假)、江淑貞委員、黃秋艷委員(請假)、黃孝雲委員、高銘淞委員、李俊民委員、許培基委員、林育則委員、李宗培委員(請假)、梁德馨委員、黃美祝委員、張銀益委員(請假)、大學部學生代表陳韋達同學、研究生代表陳以林同學、產業界人士代表台灣雅芳公司李淑凌經理(請假)、校外學者專家代表台北科技大學邱志洲教授(請假)、畢業生代表全科科技公司魏義旻經理(請假)

列席人員：學程發展中心主任楊君琦老師、曾雅英

主 席：李院長天行

記 錄：施秀華

壹、審議事項

甲、審核學士班之99學年度課程結構

一、審查會計系 99 學年度開課結構。

說明：1.依 99 年 4 月 29 日 9802 次教務會議決議：「企業管理學系、會計學系因學系確有其專業訓練之考量，經 98 學年度第 2 次校課委會審議，同意企業管理學系畢業學分數 134 學分；會計學系畢業學分數 134 學分，必修學分數由 75 學分調降至 72 學分。」

2.會計系必修學分數表業經 99 年 4 月 28 日會計系 9803 次課委會修訂通過，原「會計資訊系統」必修 3 學分改為選修 3 學分，總必修學分數由 75 學分調降至 72 學分。

決議：通過。

乙、審核各系所學程之課程目標修訂

一、追認 98 學年度未審議之課程目標。

說明：本院於 97 學年下學期統一審定全院 97 學年度所有開設課程之課程目標，作為 98 學年度之開課依據。然因有部分課程於 97 學年度未開成或 98 學年度臨時新開，未及於審議課程目標，故提請本次會議追認之。

Course Code	02010			
Course Name	Advanced English Conversation 高級英語會話	Credit	F	S
Course Objectives	This course is designed for advanced learners of English language. It aims to help you improve your confidence and competence in speaking English, and communicate orally with expression, style and a growing vocabulary. You will be expected to regularly attend class sessions, contribute to group discussions, and make oral presentations. Our class meetings will consist of both whole class and small group discussions and activities. Therefore, active and constant participation is required from everyone.			
Prerequisites				

Course Code	12861			
Course Name	Contemporary Issues in Financial Markets 證券市場分析研討	Credit	F	S
Course Objectives	This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.			
Prerequisites				

Course Code	13513			
Course Name	Introduction to Business Management - English 企業管理概論 (英語授課)	Credit	F	S
Course Objectives	The objectives of this course are 1.To gain a fundamental working knowledge about every aspect of the environment in which business prospers. 2.To introduce business functions, including marketing, finance, human resources, production & operation, information, and R&D. 3.To introduce management functions, including analysis, planning, organizing, leading, and controlling. 4.To integrate the factors of environment, management functions and business functions. 5.To combine theory and practice.			
Prerequisites				

Course Code	15149			
Course Name	International Marketing –English 國際行銷 (英語授課)	Credit	F	S
Course Objectives	The objectives of this course are 1.To gain an understanding of the external issues affecting international marketing activities, including the economic, social/cultural and political/legal environments. 2.To understand the process of implementing global marketing strategies 3.To adapt marketing activities to specific market needs			
Prerequisites				

Course Code	01758			
Course Name	Financial Market 金融市場	Credit	F	S
Course Objectives	This course provides a general introduction to some relevant issues in current financial markets. We first review few basic knowledge in this filed, including the system and transaction of monetary markets, bonds markets, and security markets. Moreover, we analyze few specific issues to understand how they work in a generalized framework. Related issues include the securities issuance, focusing on IPOs and SEOs, the agency problem, and the asset pricing. In addition, students are required to investigate some current issues by means of articles in the press and cited reference and material. Every student must complete a term paper that forces on one particular topic in this field and make an oral presentation in the end of this class.			
Prerequisites				

Course Code	17783			
Course Name	Commercial Application of Communication & Brand Management 溝通之商業實踐與品牌管理	Credit	F	S
Course Objectives	<p>The course is opened to 40 Junior and Senior grade students, who should have good understanding on commerce mechanism. We seek to help participants to establish sound understanding of communication and brand management as a preparation for a professional career on global level:</p> <ol style="list-style-type: none"> 1. Applied communication techniques, including communication concept, presenting with impact, effective coordination and negotiation in commercial world; 2. Brand Management, including concept, frameworks and applications on brand marketing. <p>The course will proceed in various formats, including speech, workshop, case study and presentation.</p>			
Prerequisites				

Course Code	17484			
Course Name	Readings in Financial and Economic News -English 財經新聞選讀(英語授課)	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To get acquainted with and open discussions on the contemporary issues in business and financial fields 2. To facilitate better abilities in English listening, reading, speaking, especially the oral expressions of a non-native English speaker. 			
Prerequisites				

Course Code	18095			
Course Name	International Marketing Research 國際行銷研究	Credit	F	S
Course Objectives	To learn the basic concept of international marketing research and improve the ability of data analysis.			
Prerequisites				

Course Code	17833			
Course Name	Specialized Translation (Chin to Eng) 專業翻譯-中翻英	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. The student will become aware of the basic issues involved in translation from Chinese to English, a second language, and proficient in applying appropriate techniques and strategies 2. The student will be able to produce readable English and avoid grammatical errors and Chinese-style expressions 			
Prerequisites				

決議：原則通過，有關文法及句型委請副院長於會後潤飾修訂。

二、修訂「資料結構」、「資料庫管理」、「管理資訊系統」三門課之課程目標。

說明：1.依 99 年 1 月 8 日本會 9802 次會議決議：「資料結構」、「資料庫管理」、「管理資訊系統」三門課會後請有開設上述相同課名課程的學系再協調出更一般性的描述方式。

2.經詢問本院各系相關課程教師皆無修正意見，故提請本次會議確認。

Course Code	02492			
Course Name	Data Structures 資料結構	Credit	F	S
Course Objectives	This course provides fundamental concepts of data structure and algorithms in computer science. Topics include introduction of basic data structures and basic algorithms, study of comparing data structures using different representation schemes, exploring different sorting and searching methods. The implementations and applications of data structures in a programming language are conducted.			
Prerequisites				

Course Code	02490			
Course Name	Database Administration 資料庫管理	Credit	F	S
Course Objectives	This course provides fundamental concepts and principles for designing, implementing and managing database systems. Topics include database concepts, relational database design concepts, Structured Query Language (SQL), database administration. A DBMS will be incorporated into the course exercises and as part of a project on the design and implementation of a database system.			
Prerequisites				

Course Code	02631			
Course Name	Management Information Systems 管理資訊系統	Credit	F	S
Course Objectives	The objective of this course is to provide the students to understand how the information technology (IT) supports organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration, and enabling business process restructuring. This course covers the practical, managerial-oriented approach, and how IT is being provided by information systems departments, vendors, service providers, supply chain partners, and end users.			
Prerequisites				

決議：通過。

三、管研所碩士班991新增選修課程「經營實務專題」。

初審：99.5.12企管系暨管研所9801次課委會通過。

Course Code				
Course Name	Seminar on Business Practice 經營實務專題	Credit	F	S
Course Objectives	<ol style="list-style-type: none"> 1. To explore various industries and the industrial trends. 2. To explore core competencies in various industries. 3. To explore strategic planning processes and implementations in various industries. 4. To provide the opportunities for students to directly interact with alumni. 5. To provide activity-based learning environment for forging the value of teamwork. 			
Prerequisites				

決議：通過。

四、金融所碩士班、碩專班991新增及調整選修課程「財務數值分析」、「金融專業英語」、「信用風險專題研討」、「風險管理與保險」、「信用風險與應用」及「私募基金管理」等六門課程。

初審：99.3.23金融研究所9802次課委會通過。

Course Code	17369			
Course Name	Numerical Methods in Finance 財務數值分析	Credit	F	S
Course Objectives	The objective of this course is to price financial instrument by solving their corresponding partial differential equations or using Monte Carlo method in an axiomatic way. Moreover, numerical methods will be introduced to solve financial problems. For examples, portfolio optimization, maximum likelihood, as well as value at risk computations			
Prerequisites				

Course Code	17371			
Course Name	Professional English in Finance 金融專業英語	Credit	F	S
Course Objectives	Technology: 1. Bioplastics, 2. Electric cars, 3. Wind energy, 4. Alzheimer Economics: 1. Economic indexes, 2. Nafta, 3. Saudis Oil Summit, 4. WTO's Doha talks Finance: 1. Auction rate securities I & II, 2. Libor, 3. Fed's revolution, 4. Mortgage vultures, 5. Fannie Mae & Freddie Mac I & II, 6. Covered bonds, 7. Oil price speculation I & II, 8. Prediction markets, 9. P/E ratios Management: 1. Worldsourcing, 2. Xerox, 3. Monsanto, 4. Executive compensation, 5. China workshop, 6. Employee screening, 7. GM's brand dilemma, 8. Strengths of the disabled Education & ethics: 1. Non-biz classes, 2. Charter schools, 3. College endowments, 4. China MBA, 5. GMAT live questions, 6. Tap water, 7. Job interview, 8. Public-private alliances			
Prerequisites				

Course Code	17404			
Course Name	Seminar in Credit risk 信用風險專題研討	Credit	F	S
Course Objectives	The major purpose of this course is to provide students a general understanding of credit risk and help them develop research projects in this field. The topics will cover the development of major types of credit risk models in literature and credit related researches in corporate financial management. The course will be held as a seminar form relying heavily on discussion and student presentation.			
Prerequisites				

Course Code	17857			
Course Name	Risk Management and Insurance 風險管理與保險	Credit	F	S
Course Objectives	<p>This course is aimed to provide a general framework for thinking about the effects of risk and a broad knowledge of insurance and risk management. The major objectives of the course include,</p> <p>(1) to provide students with a broad perspective of risk management in which traditional insurance risk management as well as other types of risk management are introduced together;</p> <p>(2) to provide students with a conceptual framework for (a) making risk management and insurance decisions to increase business value and individual welfare (b) understanding insurance contracts and institutional features of the insurance industry including their relationship to other financial contracts such as futures and options (c) understanding the effects of and the rationale for public policies that affect risk and allocation of risk among business and individuals;</p> <p>(3) to enhance the ability of students to think and solve analytically problems of risk management that confront business managers and individuals.</p>			
Prerequisites				

Course Code	18159			
Course Name	Credit Risk and Applications 信用風險與應用	Credit	F	S
Course Objectives	<p>Under the financial crisis which was the most serious impact to the global economics in decays, a new fundamental revolution was formed in the financial environments. Investment bank model had been challenged and revised during the crisis and the tradition financial engineering technique was changed dramatically. This course would focus on introducing the basic concepts of credit risk and its related innovations for different domestic and cross-border transactions such as structured products, securitization, and the related fixed income transactions applying to the financial and real estate assets. This course would not only provide the students for the knowledge in the areas of credit related risk but also the actual applications and the processes of transaction execution in the international practice.</p>			
Prerequisites				

Course Code	18275			
Course Name	Private Equity Management 私募基金管理	Credit	F	S
Course Objectives	<p>The purpose of the Private Equity Management is revealing the function of global market place in terms of private equity dealing within the context of financial asset class. The organizational structure investment philosophy, investment policies, investment guidelines, and operational procedure will be discussed in this class. This course will also lecture the management governance with respect to regulatory frame words and the protectionism of investors beneficiaries. Therefore, risk and reward relationship can be involved with the investment performance, and it will be referred to risk adjusted investment return as the major benchmark for evaluating investment management in private equity.</p>			
Prerequisites				

決議：原則通過，有關文法及句型委請副院長於會後潤飾修訂。

丙、各系所教師開授課程與專長相符審核

說明：依據 98.11.19 之 98 學年度第 1 次教務會議修正通過之本校課程委員會設置辦法規定辦理。各院、系級課程委員會參與成員應納入校內外學者專家、產業界人士及畢業生代表，並定期檢視課程結構規劃，以通盤檢討系所教育目標、學生核心能力與課程結構之合宜性及關聯性，建立教師開授課程與專長相符之審核機制。

- 一、商研所教師授課與專長相符檢核 (p.11)。
初審：99.4.16商研所9802次課委會通過。
決議：通過。
- 二、企管系暨管研所教師授課與專長相符檢核 (p.12~p.25)。
初審：99.5.12企管系暨管研所9801次課委會通過。
決議：通過。
- 三、會計系教師授課與專長相符檢核 (p.26~p.30)。
初審：99.4.28會計系9803次課委會通過。
決議：通過。
- 四、統資系暨應統所教師授課與專長相符檢核 (p.31~p.34)。
初審：99.4.28統資系暨應統所9804次課委會通過。
決議：通過。
- 五、貿金系暨金融所教師授課與專長相符檢核 (p.35~p.39)。
初審：99.5.19貿金系9804次課委會、99.3.23金融所9802次課委會通過。
決議：通過。
- 六、資管系教師授課與專長相符檢核 (p.40~p.43)。
初審：99.3.31資管系9803次課委會通過。
決議：通過。
- 七、經管學程教師授課與專長相符檢核 (p.44)。
初審：99.3.16經管學程9802次課委會通過。
決議：通過。
- 八、科管學程教師授課與專長相符檢核 (p.45)。
初審：99.3.27科管學程9802次課委會通過。
決議：通過。
- 九、國創學程教師授課與專長相符檢核 (p.46)。
初審：預計於99.5.22國創學程課委會審議。
決議：通過。

註：有關教師學歷呈現及中、英文版本不一致的部分，於會後統一修訂。

丁、確認管理學院100學年度學習目標

<p>大學部學習目標</p>	<p>1.厚植管理知識及解決問題之能力。 Each student should be able to analyze and solve management problems.</p> <p>2.應用創新知識與運用資訊科技之能力。 Each student should be able to use innovative knowledge and information technology.</p> <p>3.轉化倫理於行動，並落實人本關懷。 Each student should be willing to show human compassion and render professional services as an ethical practice.</p> <p>4.開拓國際視野，並展現國際化特性。 Each student should be able to cultivate a global view and exhibit the characteristics of internationalization.</p>
<p>MS--碩士(職)班學習目標</p>	<p>1.掌握專業知識內涵並培養獨立研究之能力。 Each student should be able to capture the essence of professional knowledge and cultivate the ability to independent research.</p> <p>2.善用資訊科技，並培育資源統整之能力。 Each student should be able to capitalize on modern information technology in the integration and use of resources.</p> <p>3.建立專業倫理與人本價值觀念，並應用於專業決策中。 Each student should be able to recognize professional ethics and human-centric values, and be able to apply them in professional decision-making.</p> <p>4.拓展國際視野以提升國際化能力。 Each student should be able to expand his/her global perspective to adapt to internationalization.</p>
<p>MBA--碩士(職)班學習目標</p>	<p>1.整合理論與實務以提升組織之績效。 Each student should be able to integrate theories and practices as to increase the productivity of organizations.</p> <p>2.善用資訊科技，並培育資源統整之能力。 Each student should be able to capitalize on modern information technology in the integration and use of resources.</p> <p>3.建立專業倫理與人本價值觀念，並應用於專業決策中。 Each student should be able to recognize professional ethics and human-centric values, and be able to apply them in professional decision-making.</p> <p>4.拓展國際視野以提升國際化能力。 Each student should be able to expand his/her global perspective to adapt to internationalization.</p>
<p>博士班學習目標</p>	<p>1.培養理論與實務結合的企業觀。 Each student should be able to cultivate the business concept that integrates theories and practices.</p> <p>2.將企業道德及企業倫理，融入商學研究。 Each student should be able to embed business ethics in academic researches.</p> <p>3.養成獨立研究能力。 Each student should be able to cultivate the capability of conducting independent researches.</p> <p>4.發展國際學術專業。 Each student should be able to develop into international academics.</p>

決議：除大學部學習目標的第 1、2 項修改為：「1.厚植分析及解決問題之能力。Each student should be able to analyze and solve management problems.、2.應用管理知識與運用資訊科技之能力。Each student should be able to use management knowledge and information technology.」外，餘照案通過。

貳、討論事項

一、修訂本院各系所學程課程管理要點。

說明：1.為配合本院與本校開課相關作業時程並提高資料提報之正確性，建議修訂本要點之部分文字、完成日期及表列方式。

2.原條文及表列方式如下表所示：

項目	應備文件	完成日期	檢視層級
1.檢討各系、所、學程學習目標並依此規劃或修正課程架構 2.檢視現有課程的契合程度，視需要發展新課程或修訂現有課程 3.訂定或修正個別課程目標	1.下學年度學習目標 2.課程架構圖 3.開課學時表（授課教師欄可先不填） 4.開課能量預估表 5.中、英文課程目錄（含開課代碼、課程名稱、開設學期、學分數、課程目標、先修課程規定） 6.檢討依據	每年 7 月 30 日前	系級課程委員會
	審查意見	每年 8 月 30 日前	院級審議小組 (註)
	依據審查意見修訂之 1.下學年度學習目標 2.課程架構圖 3.開課學時表（授課教師欄可先不填） 4.開課能量預估表	每年 9 月 10 日前	系級課程委員會
	5.依據審查意見修訂之： 中、英文課程目錄（含開課代碼、課程名稱、開設學期、學分數、課程目標、先修課程規定） 6.檢討依據	每年 9 月 30 日前	院級課程委員會
4.檢視教師專長、安排授課教師並審視開課相關比例	下學年度必修課程異動表	每年 2 月 10 日前	三級課程委員會
	1.本學年度第二學期、下學年第一學期開課相關比例一覽表	每年 10 月 30 日前 及每年 5 月 20 日前	系所主管
	2. 本學年度第二學期、下學年第一學期開課學時表（含授課教師） 3. 本學年度第二學期、下學年第一學期專兼任教師資格及授課情形一覽表	每年 11 月 10 日前 及每年 5 月 30 日前	院長
5.評估課程修訂後的效能	本學年度第二學期、下學年第一學期開課之中、英文制式課程綱要表	每年 12 月 10 日前 及每年 8 月 10 日前	系級課程委員會
	1. 教學反應評量表 2. 學習品保計畫暨成果報告	每年 2 月 10 日前及 7 月 10 日前	系所學程主管

3. 修訂後之文字及表列方式如下表所示：

項目	應備文件	系所完成日期 檢視層級	院完成日期 檢視層級
1. 檢討各系、所、學程學習目標 並依此規劃或修正課程架構	下學年度管院之學習目標		5月30日前 院課委會
2. 檢視現有課程的契合程度，視 需要發展新課程或修訂現有 課程	1. 本學年度開課相關比例一覽表 (正確版) 2. 本學年度開課學時表(正確版) 3. 本學年度專兼任教師資格及授 課情形一覽表(正確版)	7月30日前 系所主管	
3. 訂定或修正個別課程目標	下學年度： 1. 學習目標 2. 課程架構圖 3. 開課學時表(授課教師欄可先不填) 4. 開課能量預估表 5. 中、英文課程目錄 6. 檢討依據	8月10日前 系所課委會	
	審查意見		8月30日前 院級審議小組(註)
	依據審查意見修訂之下學年度： 1. 學習目標 2. 課程架構圖 3. 開課學時表(授課教師欄可先不填) 4. 開課能量預估表 5. 中、英文課程目錄 6. 檢討依據 7. 教師開課與專長相符檢核異動.	9月10日前 系所課委會	9月30日前 院課委會
4. 檢視教師專長、安排授課教師 並審視開課相關比例	本學年度第二學期： 1. 開課相關比例一覽表 2. 開課學時表(含授課教師) 3. 專兼任教師資格及授課情形一 覽表 4. 開課之中、英文制式課程綱要表	10月30日前 系所主管	11月10日前 院長
	1. 教師開課與專長相符檢核異動 2. 下學年度必修課程異動表	1月20日前 系所課委會	2月20日前 院課委會
	下學年度第一學期： 1. 開課相關比例一覽表 2. 開課學時表(含授課教師) 3. 專兼任教師資格及授課情形一 覽表 4. 開課之中、英文制式課程綱要表	5月30日前 系所主管	6月10日前 院長
5. 評估課程修訂後的效能	本學年度第一學期： 1. 教學反應評量表 2. 學習品保計畫暨成果報告	2月10日前 系所主管	
	本學年度第二學期： 1. 教學反應評量表 2. 學習品保計畫暨成果報告	7月10日前 系所主管	

註：院級審議小組由各系所主管推薦人選，院長召集組成。

決議：通過。

臨時動議 無