

企業概論

(305019001)

2015/9/17 updated

上課時間 (Class Session) : Friday 14:10 p.m. - 17:00 p.m.

上課地點 (Classroom) : 研究大樓250103教室 (#250103, Research Building)

授課教師 (Instructor) : 陳立民助理教授 (Dr. Liming Chen)、白佩玉助理教授 (Dr. Peiyu Pai) 及
政大企管系教授群 (Faculty Team of BA)

學生時間 (Student Hour) : Appointment required through email

E-MAIL : Dr. Chen- lmchen@nccu.edu.tw, Dr. Pai- p.pai@nccu.edu.tw

課程目的 (Course Objectives) :

1. Introduce the purposes and scopes of studying business administration.
2. Explore the various functions in a firm and understand the linkage among the functions. At the end of this semester, students should have the basic general concept about a business. 介紹企業的概念及機能體系 (Business-Function System), 包括研究與發展管理 (Research and Development Management)、生產管理 (Production Management)、行銷管理 (Marketing Management)、人力資源管理 (Human Resources Management)、財務管理 (Finance Management)、及資訊管理 (Information Management), 以期奠定修習管理學管理機能體系 (Management-Function System) 的基礎。修習後, 學生應對「企業」有基本概括的了解。
3. Introduce the strength and expertise of professors. 介紹企管系各位教授與相關領域。
4. Build up a learning community a good learning and a good learning habit at the individual level.
5. Accelerate students get familiar with both English and Chinese teaching environment.

綜合參考教材 (Textbooks and Materials) :

1. 課本 : 企業概論, 第三版, 2013年, 林建煌著, 華泰文化。(企)
2. Textbook: Business Essentials, 9th ed. (2013), by Ronald J. Ebert and Ricky W. Griffin. Pearson Prentice Hall. (BE)
3. Cases (listed in the schedule)

評分標準 (Grading Policy) :

Participation:	15%	(含出席率、上課發言次數與品質 ; attendance, frequency and quality of class participation)
Assignment I & II:	10%	(5% for each)
Case Discussion:	10%	(每個個案均有指定問題, 當周繳交小組討論書面報告 ; brief written report for assigned questions of each case)
Simulations:	10%	(two simulation games, 5% for each)
Term Project:	25%	(written: 15%, oral presentation: 10% ; 可能按照小組成員貢獻調整 分數, Score could be readjusted based on individual contribution.)
Final Exam	30%	

註 : 上課每遲到五分鐘扣總分0.5分, 無故缺席一次扣2分。請假需經正式程序。

Note: Late attendance and absent without proper reason will be deducted 0.5 and 2 points from the final grade, respectively.

教學方式 (Teaching Approach):

Classes will be conducted on a lecture and case-discussion basis. A typical session will be based on the discussion of a case that exemplifies a particular aspect of business-function system. A typical class session may also include a lecture that addresses a conceptual approach or develops an issue, provides a setting for the topic being addressed, or integrates the class discussion and the subject matter. Part of the class discussion will be based on team work.

During our first class session I will assign you into study groups. Each study group may have 9-12 members. These groups are an integral component of class preparation and discussion. You are encouraged, but not required, to prepare the cases and the readings in groups. However, you are required to discuss the case with your group members before the class session.

For a case discussion to be a valuable learning experience, it is essential that you come prepared to discuss the assigned cases and readings. During our case discussions, I ask that you deal with the cases as you read them. You are not expected to seek outside or post-case data on the firm or industry.

注意事項 (Special Notes):

1. The first class attendance is mandatory. If you miss the first class without any acceptable reason, please withdraw this course immediately and take this course next year.
2. Study groups will be assigned randomly in the first class. The group assignments begin on day one. The whole class is divided into 12 groups.
3. Attendance, preparation, and participation are essential for this class to be value-adding. If you have to miss class, please let me know in advance. Much of the learning in this course comes from class discussion of cases or homework assignments. Learning opportunities are maximized when a student is actively engaged in the class discussion. Active engagement means that you are listening carefully to the comments of other students and seeking opportunities to make relevant comments that move the class discussion forward.
Since case discussion constitutes most of class time, there is plenty opportunity for you to participate. Do not be discouraged if, after the first few classes, you have yet to participate. To increase opportunities for effective participation, I may cold call a student or a study group to open the class discussion. I may also occasionally cold call students during the course of a discussion. If you feel that you are preparing well but that I am not calling on you sufficiently often, please let me know so that I can address the problem.
4. Due to logistic limitations, auditing is not acceptable.
5. Students are required to check out the eLearning website before each class session for the most updated assignment and materials. Previewing class materials is extremely important for this course. Class materials labeled “preview” means you should preview and study it BEFORE class sessions. This is the foundation to have a decent class discussion.
In the case that too many students do not preview as required, a pop quiz will be held.
6. Seats: The seats are designated. A seat chart will be presented to the instructors every week. The seats will be re-arranged in the midterm. So, every student can be explored the different sides of the classroom and receive equal attention.
7. No Plagiarism! No Cheating!

Schedule and Assignments

9/18 Introduction to the Course

Definition and Mission of Business (白佩玉老師)

Materials:

Preview: Chapter 1 & 6 (企) / Chapter 5 (BE)

Thinking Assignment:

1. Is NCCU an organization?
2. What are the differences between a profit-oriented organization and a non-profit organization?

9/25 External Environment and Internal Process of Business (白佩玉老師)

Materials:

Preview: Chapter 1, 2 & 6 (企) / Chapter 1, 4, & 5 (BE)

Turn-in Assignment I: (See the description on page 8.)

Every student should prepare a name card and a name stand for the class.

Turn-in Assignment II: (See the description on page 8.)

Every student should list down five most important “megatrends” of the world BEFORE your group discussion. Share your opinions about the megatrends with your team members and then conclude ten megatrends with group consensus before class.

10/2 Organization & Company; Business Ethic and Social Responsibility (陳立民老師)

Materials:

Preview: Chapter 3 & 4 (企) / Chapter 2 & 6 (BE)

Guest Lecturer: (to be confirmed – 人資組老師)

10/16 Operation Management (陳立民老師)

Materials:

Preview: Chapter 7 (企) / Chapter 7 (BE)

Film Preview: Factory City: EUPA: <https://www.youtube.com/watch?v=xMm-YMO5H7o&list=PLdKU6yw0Y8EizY4fXBzrnrpTIJO8i5KVI>

Film Preview: VW Golf Mk 7 Production, Wolfsburg plant, 2013:

<https://www.youtube.com/watch?v=9oXsUo8soNM>

Film Preview: Toyota Production System - 5S Just, Just in Time, Kaisen:

<https://www.youtube.com/watch?v=kce2L23yLcw>

Supplement: 「豐田自動化生產」(摘自：創意成真，1995年，天下文化出版)(額外閱讀)

Supplement: ”紅花鐵板燒”(material is introduced on 10/02)

10/23 Entrepreneurship & Leadership (白佩玉老師)

Materials:

Preview: Chapter 5 (企) / Chapter 3 & 9 (BE)

Guest Lecturer: (to be confirmed – 人資組老師)

10/30 Marketing Management (白佩玉老師)

Materials:

Preview: Chapter 8 & 9 (企) / Chapter 11 & 12 (BE)

11/06 Human Resource Management (白佩玉老師)

Materials:

Preview: Chapter 10 (企) / Chapter 8 & 10 (BE)

Guest Lecturer: (to be confirmed – 人資組老師)

11/13 Operation Plan (陳立民老師)

Materials:

Simulation Game of Inventory Decision (Materials are introduced on 10/2.)

11/20 Research & Development Management (白佩玉老師)

Materials:

Preview: 「3M 便利貼」(摘自：創意成真，1995年，天下文化出版)

11/27 Supply Chain Management (Beer Game) (陳立民老師)

Materials:

Simulation Game of Beer Supply Chain (Information will be distributed via eLearning.)

12/4 Information and Technology Management & Accounting and Finance Management (白佩玉老師)

Materials:

Preview: Chapter 13 (企) / Chapter 13 (BE)

Guest Lecturer(s): (to be confirmed)

12/11 Globalization and Global Environment (白佩玉老師)

Materials:

Preview: Chapter 2 (企) / Chapter 4 (BE)

Guest Lecturer: (to be confirmed)

12/18 Presentation of Final Report (必須出席，mandatory attendance)

12/25 Presentation of Final Report (必須出席，mandatory attendance)

01/08 Final Exam (必須出席，mandatory attendance)

考試範圍涵蓋整學期所有上課、演講及個案內容

Exam Coverage: Including all the reading and discussion materials in this semester.

NOTE: Cases will be assigned by the lecturer of each section, and distributed at the previous class. In order to make sure that students read the assigned case carefully and elaborate more thoughts about the assigned questions before the class session, each team will be required to turn in their brief answers on the written form which is limited in one page of A4.

Assignment I: Name Stand and Name Card

1. Name Stand:

- Design: Each group designs a format for team members with individual's name in the center and team name at the bottom of the stand.
- Size of the name stand: 30cm × 12cm (minimum)
- Font size of your name: 200 in MS Word
- Font size of the team name: 72 in MS Word
- Color: The color of name has to be obvious enough to distinguish the words versus background.
- Double-side: Put names on both sides.
- Usage: It should be able to stand on your desk (or chair), removable, and durable for a whole semester.

2. Name Card:

- Name (at least font size 36), picture, high school, three most important achievements

3. Due day: **September 25th**.

Assignment II: Megatrends

1. Every student should down the five most important “megatrends” of the world based on his/her own opinions before group discussion. Share your list of megatrends with your team members and each team concludes ten most important megatrends under group consensus.
2. Each team should turn in one page of ten megatrends with simple description and explanation (hard copy), as well as upload one page of PPT with the title of your megatrends only to eLearning Website.
3. Due day: **September 25th**.

Term Project 期末報告

每組同學自選一個產業，介紹該產業的特性、在台灣或全球發展的歷史與趨勢，並評估台灣與大陸簽訂ECFA、兩岸服務業貿易協議、兩岸貨物貿易協議、全球各種雙邊或多邊國際協議下對該產業的衝擊。

報告目的 (Purposes) :

- 一、練習搜集資料、分析資料、及正確地運用資料
- 二、學習團隊分工合作、協調
- 三、深度了解一個與企業相關的主題
- 四、學習書面報告的技巧

報告包括部份 :

- 一、封面基本資料 (Cover) : 組員姓名、學號，題目。

二、摘要 (Abstract)：簡述報告重點，半頁。

三、資料整理分析及討論：Find out the relevant information about your focal industry. Analyze the history, trends, and the characteristics of this industry. Also summarize the potential of this industry and future development in this industry.

四、參考資料彙列 (Reference List)。

報告格式：

一、長度：二十頁左右，不得灌水。

(The length is not the key issue; proper and insightful content is expected.)

二、正確引述及引用。

Topic and Outline Due Day: November 20th

Term Project Due Day: January 8th

參考題目：(參考範例，僅供各組訂定題目參考)

高科技產業之特色與國際佈局

台灣紡織業之歷史、發展與前景

金融業的發展與國際化趨勢

自行車產業的歷史、發展特色、全球佈局

文化創意產業的定義與台灣的機會

餐飲服務業的特性與國際化前景

台灣農業發展的困境與契機

台灣線上遊戲業發展與服貿協議的衝擊和契機

學習成效檢核表 ASSURANCE OF LEARNING CHECK LIST

期初 Part I – Before the Semester Begins

<i>Adherence to Mission</i>	
• Globalization 國際	• Innovation 創新
• Specialty 專業	• Humanity 人文
<i>Adherence to Program Learning Goals</i>	
• To train students with the necessary knowledge and leadership skills to prepare them to become socially responsible adults and competent professionals with leadership	
• To educate students in the state-of-the-art business practices, concepts, and methods	
<i>Pedagogical Methodologies</i>	
• Lecture	• e-Learning
• Study Group	• Project
• Case Study	• Role-Playing
• Simulation	• Self-Learning
<i>Student Abilities Enhancement</i>	
• Logical Thinking 邏輯思考分析	• Self-management 自我管理
• Professional Knowledge 專業知識	• Teamwork 團隊合作
• Critical Thinking 評論性思考	• Communication 溝通表達能力
• Quick Thinking 敏捷性思考	• Comprehension Ability 聆聽能力
• Flexibility 彈性反應與適應力	• Acceptance of Others 接受意見
• Persistency 堅持力	• Confidence 自信心
• Creativity 創造力	• Management Ethic 管理道德