

## 1002學期 課程基本資料/Course Information

系所 / 年級	經管系碩士班 1年級	課號 / 班別	83M00102 / B
學分數	3學分	選 / 必修	選修
科目中文名稱	企業文化倫理	科目英文名稱	Enterprise Culture Ethics
主要授課老師	穆馬速	開課期間	一學年之下學期
人數上限	20 人	已選人數	14人

## 起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M519 / 星期5第02節  
 第1週 / 第18週 / M519 / 星期5第03節  
 第1週 / 第18週 / M519 / 星期5第04節

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## 教學綱要/syllabus

## 第一部分/Part I(※依課程委員會審議之內容決議填入)

	基本素養/核心能力 Core Literacy/Core Competencies	相關性 Relevance	
		高度相關	中度相關
一、教學目標所要達成之能力培養項目： 【依據課程委員會審議通過之課程與基本素養/核心能力關聯表填寫】	語文能力	<input type="checkbox"/>	.
	人文素養	<input type="checkbox"/>	.
	國際視野	<input type="checkbox"/>	.
	語文教學能力	.	<input type="checkbox"/>
	翻譯基礎能力	.	<input type="checkbox"/>
	科技與作業管理能力	.	<input type="checkbox"/>
	行銷與網路商務能力	<input type="checkbox"/>	.
	組織與人力資源管理能力	<input type="checkbox"/>	.

1.認知面：【使學生理解、應用、分析、綜合、比較、推論、評估本課程之理論與概念】：

The purposes of this class are to: 1) "Dispel" the notion that there is "one best way" of doing things or thinking, 2) Gain better understanding of your own culture and cultural differences in general, 3) Give you an overview of cross cultural conflicts and resolutions in the business field, and 4) Improve your problems solving skills and oral communication in English. This course is designed to broaden students' awareness, understanding, and appreciation of cultures and movies.

二、教學目標  
(Objective)

International films as well as Hollywood movies are chosen as tools for exposing students to different aspects of every culture, including their own. Speaking, listening, reading and presentation activities will help students explore and critique the cultural point of views portrayed in movies. This course will give students an introduction to mass media terminologies and usages. More specifically this course will focus on movies and movie making terminologies. Students will be familiarized, and will be able to analyze and discuss about the movies and the role of movies in our everyday life. How to watch and talk about movies as one of the mass medium will be discussed in detail. The class discussions will be based, but not limited, to the following topics depending on the duration of the course. The purposes of this course are to give students a general view of the use of English in our everyday life and to give students the necessary tools to communicate, discuss and debate about variety of issues related to movies and mass media. More specifically this course will focus on movies and movie making terminologies. Students will be familiarized, and will be able to analyze and discuss about the movies and the role of movies in our everyday life. How to watch and talk about movies as one of the mass medium will be discussed in detail. The class discussions will be based, but not limited, to the following topics depending on the duration of the course.

2.技能面[使學生能獲得運用與實做本課程理論與概念之技巧]：

Presentation Skills; Communication Skills; Debate Skills

3.情意面[能引|發學生對本課程之興趣，激發學生學習動機，增加觸類旁通與自主學習]：

1. To cultivate students' English communication ability. 2. To cultivate students' professional knowledge in enterprise and culture ethics. 3. To cultivate students' cross-cultural communication ability. 4. To cultivate students' volunteerism and humanity 5.To cultivate students' critical thinking & negotiation ability

The purposes of this course are to give students a general view of the use of English in our everyday life. Here is an outline of the course content: 1. Movies 2. Cultures & Stereotypes 3. Stereotypes

三、符合教學目標  
之課程內容設計

Across Cultures 4. Movie Review & Terminologies 5. Wishes & Desires 6. Communication & Relationships 7. Time & Space 8. Time Across Cultures 9. Negations Across Cultures 10. Marketing Across Cultures 11. The International Businessperson 12. Evaluating Movies 13. Technology and Transformation of Movies

四、先修科目  
(Pre Course)

第二部分/Part II

一、多元教學方法 (Teaching Method)	<input type="checkbox"/> 由學生自訂學習目標與抱負水準	<input checked="" type="checkbox"/> 案例或故事討論	<input type="checkbox"/> 講述
	<input type="checkbox"/> 服務學習	<input type="checkbox"/> 學生課後書面報告	<input type="checkbox"/> 小組討論
	<input checked="" type="checkbox"/> 學生上台報告	<input checked="" type="checkbox"/> 腦力激盪	<input type="checkbox"/> 學生實作
	<input type="checkbox"/> 習題練習	<input checked="" type="checkbox"/> 影片欣賞與討論	<input type="checkbox"/> 採訪
	<input type="checkbox"/> 審議式民主	<input type="checkbox"/> 觀察與資料收集	<input type="checkbox"/> 一分鐘回饋
		<input type="checkbox"/> 參訪	<input type="checkbox"/> 角色演練
		<input checked="" type="checkbox"/> e化教學	<input type="checkbox"/> 其他

二、參考書目  
(Reference)

[符合教學目標之參考書目]

Textbook: Exploring Cultures through Movies (2012 Edition)  
Publisher: Tung Hua Book Co. LTD  
ISBN 978-957-483-677-2

三、教學進度  
(Syllabi)

[符合教學目標之教學進度]

2012/2/24	Course Introduction	穆馬速
2012/3/2	Your Communication Environment	穆馬速
2012/3/9	Movies	穆馬速
2012/3/16	Introduction to Movies & Movie Terminology	穆馬速
2012/3/23	Student Presentation	穆馬速
2012/3/30	Cultures & Stereotypes	穆馬速
2012/4/6	No Class	穆馬速
2012/4/13	Personality & Appearance	穆馬速
2012/4/20	Midterm Exam	穆馬速
2012/4/27	Friends, Money & Power	穆馬速
2012/5/4	Students Presentations	穆馬速
2012/5/11	Wishes & Desires	穆馬速
2012/5/18	Talking about Wishes and Perfect Partner	穆馬速
2012/5/25	Students Presentations	穆馬速
2012/6/1	Time & Space	穆馬速
2012/6/8	Final Project Instructions	穆馬速
2012/6/15	Final Project Demo	穆馬速
2012/6/22	Final Project Presentations	穆馬速

評量方式	分數	評量方式	分數
<input type="checkbox"/> 實作測驗	0	<input type="checkbox"/> 期中筆試	0
<input checked="" type="checkbox"/> 隨堂筆試測驗	10	<input type="checkbox"/> 期末筆試	0
<input type="checkbox"/> 小組作業	0	<input checked="" type="checkbox"/> 期中報告	25
<input type="checkbox"/> 觀察與資料收集	0	<input checked="" type="checkbox"/> 期末報告	25

四、多元評量方法

(Evaluation)  
[所勾選評量方法之  
評分加總為100分]

<input type="checkbox"/> 服務口誌	0	<input checked="" type="checkbox"/> 期末報告	20
<input checked="" type="checkbox"/> 口試	20	<input type="checkbox"/> 專題報告	0
<input checked="" type="checkbox"/> 個人上台報告	20	<input type="checkbox"/> 實作作品與反思	0
<input type="checkbox"/> 小組上台報告	0	<input type="checkbox"/> 前後測比較進步與成長	0
<input type="checkbox"/> 出席狀況	0	<input type="checkbox"/> 課堂參與與表現	0
<input type="checkbox"/> 心得與反思報告	0	<input type="checkbox"/> 其他	0

五、講義位  
址(<http://>)

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課程查系統 Viewable With Any Browser & 1024 x 768 Resolution

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