

Learning Goal: 專業能力 Professional Skill		Program: Undergraduate		
Learning Objectives: 1. 學生應能夠說明一般管理的基本知識及跨學科之技能 Students should be able to demonstrate basic knowledge of general, management- specific, and multidisciplinary skills. 2. 學生應展現其知曉如何與其他團隊成員合作以完成指定任務 Students should demonstrate that they know how to cooperate with other team members to accomplish assigned tasks.				
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement 1	Acceptable 2	Superior 3	
D1. 具備本學科之基本專業知識 Demonstrate mastery of fundamental knowledge in the subject-area	對本學科基礎學理、專業詞彙僅有表面的認知了解 Demonstrates surface cognitive comprehension of fundamental theoretical concepts and terminologies in the subject-area	對本學科基礎學理、專業詞彙有概括性的認知、了解 Achieves a general cognitive understanding of fundamental theoretical concepts and terminologies in the subject-area	對本學科基礎學理、專業詞彙有完整充分的認知、了解 Achieves a thorough cognitive understanding of fundamental theoretical concepts and terminologies in the subject-area	
D2. 具備本學科之實作能力 (評量學生實際完成課堂指定任務或工作的表現，如上機操作、資料蒐集、課堂發言、習題演練、問題分析、題材討論等) Demonstrate mastery of fundamental practical skills in the subject-area	執行需要思考或問題解決技能的任務或學習活動的能力較弱 Has lower ability to engage in assigned tasks or learning activities that need thinking or problem solving skills	能大致執行需要思考或問題解決技能的任務或學習活動 Has moderate ability to engage in assigned tasks or learning activities that need thinking or problem solving skills	能熟悉、準確有效地執行需要思考或問題解決技能的指定任務或學習活動 Has effective ability to skillfully, accurately and smoothly engage in assigned tasks or learning activities that need thinking or problem solving skills	
D3. 具備連結本學科與不同學科基礎知識之能力 Demonstrate ability to relate the fundamental discipline knowledge to other subject areas.	僅能侷限地連結本學科與少數不同的學科基礎知識 Is able to limitedly relate the fundamental discipline knowledge to a few other subject areas	能大致連結本學科與一些不同學科基礎知識 Is able to moderately make connections between fundamental discipline knowledge and some other subject areas	能精確連結本學科與許多不同學科基礎知識 Is able to properly make connections between the fundamental discipline knowledge and many other subject areas	
D4. 具備本學科相關時事議題之基本的邏輯與思辯能力 Demonstrate fundamental logistics and critical thinking skills in current issues related to the subject area	對本學科時事議題基本的邏輯與思辯能力較弱 Slightly lacks logistics and critical thinking skills in current issues related to the subject area	對本學科時事議題大致有基本的邏輯與思辯能力 Has moderate fundamental logistics and critical thinking in current issues related to the subject area	對本學科時事議題有完整清晰的邏輯與思辯能力 Has clear and comprehensive logistics and critical thinking in current issues related to the subject area	
D5. 具備團隊合作之能力 Demonstrate ability to engage in teamwork and cooperation	消極地參與團隊工作；或只想享受團隊成果而不付出己力；較難與他人共事或難以接受他人的領導 Passively involved in teamwork; or is a social loafer; has difficulties working together with others or submitting to being	可參與團隊合作；能負責份內的工作；能與他人和平共事、能接受他人領導 Involved in teamwork; shares work and take responsibility; has no difficulty working together with others or submitting to being led	樂於團隊合作；於工作上能犧牲小我成就大我；能整合團隊成員，凝聚共識、解決衝突；樂於分享資源與經驗、能協助他人完成工作 Actively involved in teamwork and cooperation. Sacrifices himself/herself to	

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學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
	led		contribute to the achievement of the whole work; is able to integrate team members, to develop consensus and solve conflicts; enjoys sharing resources and experiences, and helping others to accomplish work	
D6. 具備運用本學科知識實際參與相關競賽或證照考試之能力 Demonstrate ability to apply fundamental discipline knowledge to participate in contests and/or take certification exams	未運用本學科知識實際參與相關競賽或證照考試 Does not apply fundamental discipline knowledge to participate in any contests and/or take any certification exams	運用本學科知識實際參與一項相關競賽或證照考試 Applies fundamental discipline knowledge to participate in a contest and/or take a certification exam	運用本學科知識實際參與多項相關競賽或證照考試 Applies fundamental discipline knowledge to participate in two or more contests and/or take two or more certification exams	

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Learning Goal:	口語溝通能力 Oral Communication skill			
Learning Objectives:	1. 學生應能使用基礎的口頭及書面溝通技能 Students should be able to use fundamental oral and written communications skills. 2. 學生應能以基本的書面形式來論述其選修之領域，並能展現其口頭報告之能力 Students should be able to discuss their chosen field in a basic written format and demonstrate the ability to orally present their ideas to peers.			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D1. 與主題相關 Relevance to the subject	部分報告內容與主題無關 Content is partially relevant to the subject	報告內容與主題 大致 相關 Content is mostly relevant to the subject	報告內容完全切合主題 Content is exactly relevant to the subject	
D2. 報告組織架構 Organizational structure of presentation	報告中各主題的轉換有時會有些突兀，部分主題間的連結不夠流暢 The presentation fails to construct a clear organizational structure at times, and the connections of some subtopics are not smooth	報告之內容有起承轉合結構，但有少部分主題間的連結仍不夠流暢 The presentation constructs a clear organizational structure, but the connections of a few subtopics are not smooth	報告之內容起承轉合清晰且流暢，報告者熟悉報告內容，內容豐富 The presentation constructs a clear organizational structure, but the connections of all subtopics are smooth. The presenter is familiar with the content. It is substantial.	
D3. 報告工具 Presentation tool	未使用適當之報告工具，或內容有 些許 錯誤 Uses inappropriate reporting tools or the content includes a few errors	使用適當的報告工具，但內容有 少許 錯誤 Uses appropriate reporting tools, but the content includes few errors	使用適當的報告工具，且內容沒有任何錯誤 Uses appropriate reporting tools, and content is free from any error	
D4. 報告技巧 Presentation skill	語意含糊、講話速度太快/慢、太小聲或緊張不自在，使聽眾難以理解報告內容 Ambiguous statement, or overstrains or speaks too fast/slow/low for the audiences to understand the subject matter	語意清楚，講話節奏與音量適中，但有些緊張不自在。聽眾大致能理解報告內容 Clear statement, speaks at proper pace, but overstrains at times. The audiences can understand mostly the subject matter	語意清楚，講話節奏與音量適中且表現優雅自信，使聽眾易於理解報告內容 Clear statement, speaks at proper pace, remains composed and confidential all the time so that the audiences can understand the subject matter easily	
D5. 服裝儀容 Attire	服裝儀容邋遢 Dressed sloppily	服裝儀容整潔 Well-groomed	服儀整潔且正式 Well-groomed and formal attire	
D6. 問題回覆 Relay to questions	完全無法回答，或只能粗略回答少部分與報告主題相關問題 Fails to answer or can only superficially answer a few questions of related issues	能回答大部分與報告主題相關問題，但未能精確地將其與課程中其他相關議題連結 Answers most questions of related issues but fails to accurately link them with other topics of the course	能回答全部語報告主題相關問題，且能精確地將其與課程中其他相關議題連結 Answers all questions of related issues and accurately links them with other topics of the course well	

Learning Goal:		寫作溝通能力 Written Communication skill		Program: Undergraduate
Learning Objectives:		1. 學生應能使用基礎的口頭及書面溝通技能 Students should be able to use fundamental oral and written communications skills. 2. 學生應能以基本的書面形式來論述其選修之領域，並能展現其口頭報告之能力 Students should be able to discuss their chosen field in a basic written format and demonstrate the ability to orally present their ideas to peers.		
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D1. 與主題相關 Relevance to the subject	部分報告內容與主題無關 Content is partially relevant to the subject	報告內容與主題 大致 相關 Content is mostly relevant to the subject	報告內容完全切合主題 Content is exactly relevant to the subject	
D2. 文章架構 Structure of content	文章結構不甚完整；部分段落起承轉合不順，讀者不易理解文意 Statements of the article fail to construct a clear organizational structure, and the connections of some paragraphs are abrupt, so that the article is not easy to understand for readers	文章結構完整；少部分段落起承轉合不順，但讀者能理解大部分的文意 Statements of the article construct a clear organizational structure, but the connections of a few paragraphs are abrupt. Readers could understand most parts of the article	文章結構完整；全文起承轉合流暢，讓讀者感到興趣且易於閱讀 Statements of the article construct a clear organizational structure, and the connections of all paragraphs are smooth, so that the article is easy to read and interesting for readers	
D3. 內容發展 Statement development	內容段落發展 很少 邏輯性 Sections of article are seldom logically arranged	內容段落發展尚具邏輯性，但段落間之敘述有少數不一致 Sections of article are logically arranged, but few of statements among sections are inconsistent	內容段落發展具邏輯性，且各段落內容一致並互相呼應 Sections of article are logically arranged and statements among sections are consistent	
D4. 焦點明確 Clearly focused	報告內容缺乏焦點或論點有些模糊或不相關 Fails to mention the focal point of content or the argument of content is somewhat unclear or irrelevant	報告提及內容相關要點，但未加以強調，使聽眾不易聚焦於重要資訊 Mentions content related points but does not strength the focal points of content so that the audience cannot focus on important information easily	報告提及內容相關要點，且加以強調，使聽眾容易清楚明確的聚焦於重要資訊 Mentions content related points and strengths the focal point of content so that the audience can focus on important information easily	
D5. 引用來源 Citation	很少引用文獻，或有一些引用上的錯誤 Rare citations are included or some of them are incorrect	少部分 引用文獻不完整，或 有些微 引用上的錯誤 Few citations are not complete or incorrect	完整且正確地引用文獻 Citations are correct and compete	
D6. 報告格式 Reporting Form	部分地方符合相關寫作規範，在一些段落間可發現一些不一致性 Writing format is partially inconsistent with normal norms and among sections	大致符合相關寫作規範，但在少數段落間仍可發現一些不一致性 Writing format is generally consistent with normal norms but slightly inconsistent among sections	完全符合相關寫作規範，且各段落間有一致性 Writing format is fully consistent with normal norms and among sections	

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Learning Goal: 分析與問題解決能力 Analysis & Problem-solving skills Program: Undergraduate

- Learning Objectives:
1. 學生應能使用基礎的分析思維及問題解決技能於其領域之基礎問題。
Students should practice basic analytic thinking and problem-solving skills and be able to understand basic problems related to their fields.
 2. 學生應能使用其專業知識及技能來分析基本的經濟及商業問題。
Students should be able to analyze rudimentary economic and business problems using their professional knowledge and skills

學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Poor_1	Satisfactory_2	Excellent_3	
D1. 能夠清楚地確認與表述問題 Be able to identify and state the problem clearly	清楚地確認與表述問題的能力較弱 Demonstrates lower ability to identify and state the problem clearly	清楚地確認與表述問題的能力一般 Demonstrates general ability to identify and state the problem clearly	清楚地確認與表述問題的能力優異 Demonstrates excellent ability to identify and state the problem clearly	
D2. 能夠使用專業知識來分析基本問題 Be able to use professional knowledge to analyze rudimentary problems	專業知識不足，分析基本問題的能力較弱 Has limited professional knowledge and lower ability to analyze rudimentary problems	專業知識尚足夠，分析基本問題的能力一般 Has adequate professional knowledge and general ability to analyze rudimentary problems	專業知識充足，且具備優異能力來分析基本問題 Has full professional knowledge and excellent ability to analyze rudimentary problems	
D3. 能夠使用資訊來發展全面性分析 Be able to use information to develop a comprehensive analysis	使用資訊來發展全面性分析的能力較弱 Demonstrates lower ability to use information to develop a comprehensive analysis	使用資訊來發展全面性分析的能力適中 Demonstrates general ability to use information to develop a comprehensive analysis	使用資訊來發展全面性分析的能力優異 Demonstrates excellent ability to use information to develop a comprehensive analysis	
D4. 能夠評估潛在解決方案，並選擇最適方案 Be able to evaluate potential solutions and choose the optimized solution	評估潛在解決方案並選擇最適方案的能力較弱 Demonstrates lower ability to evaluate potential solutions and choose the optimized solution	評估潛在解決方案並選擇最適方案的能力一般 Demonstrates general ability to evaluate potential solutions and choose the optimized solution	評估潛在解決方案並選擇最適方案的能力優異 Demonstrates excellent ability to evaluate potential solutions and choose the optimized solution	
D5. 針對問題，能夠表達意見 Be able to express opinions about the problem	針對問題，表達意見的能力較弱 Demonstrates lower ability to express opinions about the problem	針對問題，表達意見的能力一般 Demonstrates general ability to express opinions about the problem	針對問題，表達意見的能力優異 Demonstrates excellent ability to express opinions about the problem	
D6. 能夠透過團隊合作來解決問題 Be able to solve problems through team works	透過團隊合作來解決問題的能力較弱 Demonstrates lower ability to solve problems through team works	透過團隊合作來解決問題的能力適中 Demonstrates general ability to solve problems through team works	透過團隊合作來解決問題的能力優異 Demonstrates excellent ability to solve problems through team works	

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Learning Goal:	倫理觀 Ethics			Program: Undergraduate
Learning Objectives:	1. 學生應能使用倫理之基礎規範與良好之管理原則來處理基本道德情境 Students should be able to use fundamental code of ethics and good management principles when dealing with rudimentary ethical situations. 2. 學生應能確認基本之倫理議題，並能分辨是非 Students should be able to identify basic ethical issues and distinguish right from wrong			
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement_1	Acceptable_2	Superior_3	
D1. 對企業倫理的關心與敏感度 Sensitivity of Business Ethics	在日常生活中偶爾會注意有關企業倫理的消息或相關的倫理議題 Occasionally pays attention to the news of business ethics or related ethical issues.	在日常生活中經常會注意有關企業倫理的消息或相關的倫理議題 Often pays attention to the news of business ethics or related ethical issues.	在日常生活中總是注意有關企業倫理的消息或相關的倫理議題 Always pays attention to the news of business ethics or related ethical issues.	
D2. 對企業倫理重要性之評估 Importance of Business Ethics	對於企業倫理對企業競爭力與永續經營的重要性有淺略表面的認知 Has superficial awareness to the importance of business ethics.	對於企業倫理對企業競爭力與永續經營的重要性有一般性認知 Has general awareness to importance of business ethics.	對於企業倫理對企業競爭力與永續經營的重要性有強烈認知 Has strong awareness to importance of business ethics.	
D3. 對違反企業倫理的態度 Attitude to Violation of Business Ethics	違反倫理的行為幾乎不會影響學生對公司的看法 The violation of business ethics has little impact on the student's perception of a company.	違反倫理的行為會部分影響學生對公司的看法 The violation of business ethics has some impacts on the student's perception of a company.	違反倫理的行為會強烈影響學生對公司的看法 The violation of business ethics has strong impacts on the student's perception of a company.	
D4. 對企業倫理的判斷力 Judgment of Business Ethics	能偶爾以利害關係人角度分析倫理議題與困境 Can analyze ethical issues and dilemmas from the viewpoint of stakeholders occasionally.	能適當地以利害關係人角度分析倫理議題與困境。 Can analyze ethical issues and dilemmas from the viewpoint of stakeholders appropriately.	能適當且詳細地以利害關係人角度分析倫理議題與困境 Can analyze ethical issues and dilemmas from the viewpoint of stakeholders appropriately and carefully.	
D5. 具備倫理的工作態度之認知 Awareness of ethical working attitude	對於具備倫理的工作態度概念薄弱 Has a weak concept of ethical working attitude.	對於具備倫理的工作態度有基本認知 Has basic awareness of ethical working attitude.	對於具備倫理的工作態度有強烈認知 Has strong awareness of ethical working attitude.	
D6. 進行專題研究時能展現合乎道德與負責的行為 Demonstration of ethical and responsible behavior when conducting research	進行專題研究時，偶爾展現一些基本的道德與負責的行為 Demonstrates basic ethical and responsible behavior at times when conducting research project.	進行專題研究時，大部分能展現合乎道德與負責的行為 Demonstrates standard ethical and responsible behavior most of the time when conducting research project.	進行專題研究時，總是展現合乎道德與負責的行為 Demonstrates standard ethical and responsible behavior all the time when conducting research project.	

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Learning Goal: 國際觀 Global Perspective		Program: Undergraduate		
Learning Objectives: 1. 學生應能確認重要之全球化議題 Students are capable of perceiving global issues. 2. 學生應能察知跨文化議題與利害關係，以及全球化對一般管理及企業營運之潛在影響 Students need to be aware of intercultural issues and concerns, as well as the potential influences of globalization on general management and business operations.				
學習成果 Dimensions (Learning Outcomes)	評量標準 Criteria & Standards			評分 Score
	Needs Improvement 1	Acceptable 2	Superior 3	
D1. 全球化意識之認知 (例如全球化重要性或全球經營環境) Awakening to global awareness	對於全球化意識之認知尚待加強。 Awakening to global awareness needs improvement	對於全球化意識之認知表現尚可，但具備主動學習精神 Awakening to global awareness is fair but willing to learn.	對於全球化意識之認知能力表現傑出，且具備主動學習精神 Awakening to global awareness is excellent and willing to learn	
D2. 全球經貿發展之基本察覺 (例如國際組織或國際貿易) Rudimentary awareness of the development of global economy and trade	對於全球經貿發展狀況之基本察覺尚待加強 Rudimentary awareness of the development of global economy and trade needs improvement	對於全球經貿發展狀況之基本察覺表現尚可，但具備主動學習精神 Rudimentary awareness of the development of global economy and trade is fair but willing to learn	對於全球經貿發展狀況之基本察覺表現傑出，且具備主動學習精神 Rudimentary awareness of the development of global economy and trade is excellent and willing to learn.	
D3. 跨文化議題與利害關係之認知 (例如全球文化價值觀或消費者態度) Awakening to intercultural issues	對於跨文化議題與利害關係之認知尚待加強 Awakening to intercultural issues needs improvement	對於跨文化議題與利害關係之認知表現尚可，但具備主動學習精神 Awakening to intercultural issues is fair but willing to learn	對於跨文化議題與利害關係之認知表現傑出，且具備主動學習精神 Awakening to intercultural issues is excellent and willing to learn	
D4. 全球化議題之認知 (例如全球政治、經濟、科技或社會) Awakening to global issues	對於全球化議題之認知尚待加強 Awakening to global issues needs improvement	對於全球化議題之認知表現尚可，但具備主動學習精神 Awakening to global issues	具備傑出全球化議題之認知表現傑出，且具備主動學習精神 Awakening to global issues is excellent and willing to learn	
D5. 全球化對一般管理影響之認知 (例如規畫、組織、用人、領導或控制) Awakening to influences of globalization on general management	對於全球化對一般管理影響之認知尚待加強 Awakening to influences of globalization on general management needs improvement	對於全球化對一般管理影響之認知表現尚可，但具備主動學習精神 Awakening to influences of globalization on general management is fair but willing to learn	對於全球化對一般管理影響之認知表現傑出，且具備主動學習精神。 Awakening to influences of globalization on general management is excellent and willing to learn	
D6. 全球化對企業營運影響之認知 (例如產、銷、人、研或財) Awakening to influences of globalization on business operations	對於全球化對企業營運影響之認知尚待加強 Awakening to influences of globalization on business operations needs improvement	對於全球化對企業營運影響之認知表現尚可，但具備主動學習精神 Awakening to influences of globalization on business operations is fair but willing to learn	對於全球化對企業營運影響之認知表現傑出，且具備主動學習精神。 Awakening to influences of globalization on business operations is excellent and willing to learn	