

## 102-2 大葉大學 完整版課綱

基本資訊			
課程名稱	世界文化創意產業個案研究系	科目序號 / 代號	2672 / CCF1005
開課系所	創產業國際人才學士學位學	學制 / 班級	大學日間部1年1班
任課教師	穆菲力	專兼任別	專任
必選修 / 學分數	必修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(一)567 / J309	授課語言別	中文

### 課程簡介

#### Course description:

The course CCI Case Studies will be a case study of major European cities, as a way of developing the students' ongoing communication skills, both written, and oral, and will concentrate on not only the cultural aspects, but major businesses and corporations that anchor each local economy. The students will be assigned several group projects that will replicate the presentations given by the Teacher; assignments concerning smaller, but critical cities to the overview of selected European countries. They will also be given written assignments, and quizzes.

#### Course curriculum:

The course will bring together the aesthetic values, as well as the economic impact, and challenges each major city faces, in industry, and possible political ramifications of current events. Major cities, over an 18 week period will be drawn from the following countries:

1. Germany
2. France
3. Italy
4. Spain
5. UK
6. Netherlands
7. Switzerland
8. Belgium
9. Austria
10. Scandinavia

### 課程大綱

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## 基本能力或先修課程

基礎英語

## 課程與系所基本素養及核心能力之關連

-  基本能力
-  專業能力
-  實踐能力
-  整合能力素養
-  精進成長素養
-  人際關係素養
-  國際視野素養

## 教學計畫表

系所核心能力	權重(%) 【A】	檢核能力指標(績效指 標)	教學策略	評量方法及配分 權重	核心能力 學習成績 【B】	期末學習 成績 【C=B*A 】
基本能力	20%	1. Listening: To comprehend various contents and accents 2. Speaking: To achieve oral accuracy and fluency 3. Reading: To comprehend gist, details, implications in different contexts 4. Writing: To compose grammatically correct and comprehensible paragraphs 5. Translating: To develop knowledge and techniques of translation between Chinese and	小組討論 影片欣賞 學生上台報告 訪談人物 專題演講	小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%	加總: 100	20

專業能力	20%	<p>1. Literature: To appreciate and comprehend literary works of western masters</p> <p>2. Linguistics: To acquire fundamental knowledge on structures and applications of English language</p> <p>3. Translation and Interpretation: To translate and interpret properly between Chinese and English</p> <p>4. English language teaching: To understand theories, approaches, issues in the topic area</p> <p>5. Listening and Speaking: To organise thoughts and present in well-structured forms</p> <p>6. Reading and Writing: To comprehend, analyse, and compose academic papers</p>	<p>小組討論 影片欣賞 學生上台報告 訪談人物 專題演講</p>	<p>小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%</p>	加總: 100	20
實踐能力	20%	<p>1. Oral Presentation: to present ideas and thoughts in a well-structured form with modern technology</p> <p>2. Composition: to compose academic papers according to required formats</p> <p>3. Translation: to translate short stories, essays or newspapers</p> <p>4. Communication: to communicate efficiently</p>	<p>小組討論 影片欣賞 學生上台報告 訪談人物 專題演講</p>	<p>小考: 10% 期中考: 30% 期末考: 30% 作業: 10% 口試: 10% 書面報告: 10%</p>	加總: 100	20

整合能力素養	10%	<p>1. Integration: To develop, organise and manage issues from different perspectives</p> <p>2. Co-ordination: To accept different opinions and foster teamwork spirit</p> <p>3. Leadership: To lead and provide guidance</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10
精進成長素養	10%	<p>1. Autonomy: To organise, plan and complete tasks independently</p> <p>2. Critical thinking: To form logical interpretation and criticism on different issues</p> <p>3. Self-esteem: To respect self and others</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10
人際關係素養	10%	<p>1. Professional ethics: To equip well-rounded professional concepts and attitudes</p> <p>2. Humanistic concerns: To cultivate compassion, sympathy and empathy for others</p> <p>3. Interpersonal relationship: To practice interpersonal communication efficiently</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10
國際視野素養	10%	<p>1. World vision: To recognise the importance of self to the world</p> <p>2. Global citizenship: To have compassion for the world</p> <p>3. International awareness: To be aware of and respect different cultures</p>	<p>小組討論</p> <p>影片欣賞</p> <p>學生上台報告</p> <p>訪談人物</p> <p>專題演講</p>	<p>小考: 10%</p> <p>期中考: 30%</p> <p>期末考: 30%</p> <p>作業: 10%</p> <p>口試: 10%</p> <p>書面報告: 10%</p>	加總: 100	10

## 成績稽核

期中考: 30%

期末考: 30%

口試: 10%

小考: 10%

作業: 10%

書面報告: 10%

## 教科書(尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
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無參考教科書

## 參考教材及專業期刊導讀(尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
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無參考教材及專業期刊導讀

## 上課進度

週次	教學內容	分配時數(%)				
		講授	示範	習作	實驗	其他
1		20	20	20	20	20
2		20	20	20	20	20
3		20	20	20	20	20
4		20	20	20	20	20
5		20	20	20	20	20
6		20	20	20	20	20
7		20	20	20	20	20
8		20	20	20	20	20
9		20	20	20	20	20
10		20	20	20	20	20
11		20	20	20	20	20
12		20	20	20	20	20
13		20	20	20	20	20
14		20	20	20	20	20
15		20	20	20	20	20
16		20	20	20	20	20
17		20	20	20	20	20
18		20	20	20	20	20