

103-2 大葉大學 完整版課綱

基本資料

課程名稱	文創產業經營與行銷管理實務	科目序號/代號	3267 /CCF1013
必選修/學分數	選修 /3	上課時段/地點	(一)1 /J110、(二)12 /J110
授課語言別	英文	成績型態	數字
任課教師 / 專兼任別	杜凱蕾 / 專任	畢業班/非畢業班	非畢業班
學制/系所/年班	大學日間部 / 文創產業國際人才學士學位學程 / 1年1班		

課程簡介與目標

This course has three major goals. First, students will become familiar with specific areas of management within the context of CCI industries. We will learn how marketing, distribution of goods and services, human resource management, and franchising work in specific types of businesses. Second, students will explore CCI industries through individualized presentations. Third, students will improve their English ability by studying relevant vocabulary and grammatical structures.

課程大綱

The course consists of an introduction, four content units, a student presentation, and a midterm and final exam. Each content unit will illustrate an area of management by focusing on a specific CCI industry. We will explore the content through lectures, classroom discussions, and presentations by industry experts. Each student will contribute to the exchange of ideas by presenting a CCI business of his/her choice. The exams will cover the English vocabulary and content used in class.

基本能力或先修課程

Course Assessment Information:

Checklist: Lecturing, Case study, Special report, Classroom Discussion

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 English	講述法 影片欣賞 訪談人物	分組報告: 10% 小考: 10% 期中考: 10% 期末考: 10% 作業: 10% 課堂討論: 10% 課程參與度: 10% 口頭報告: 10% 書面報告: 10% 上課筆記: 10%	加總: 100	20
專業能力	20	1. Core Concepts: to understand the core concepts of the topics introduced. 2. Knowledge Application: to be able to apply the known in real situation 3. Reflection: to evaluate and to adjust for better results	講述法 小組討論 服務學習 專題報告 訪談人物	分組報告: 10% 小考: 10% 期中考: 10% 期末考: 10% 作業: 10% 課堂討論: 10% 課程參與度: 10% 口頭報告: 10% 書面報告: 10% 上課筆記: 10%	加總: 100	20
實踐能力	20	1. Oral Presentation: to present ideas and thoughts in a well-structured form with modern technology 2. Composition: to compose academic papers according to required formats 3. Translation: to translate short stories, essays or newspapers 4. Communication: to	講述法 小組討論 專題報告 訪談人物 校外實習	分組報告: 10% 小考: 10% 期中考: 10% 期末考: 10% 作業: 10% 課堂討論: 10% 課程參與度: 10% 口頭報告: 10% 書面報告: 10% 上課筆記: 10%	加總: 100	20

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

成績稽核

上課筆記: 10%
分組報告: 10%
課程參與度: 10%
小考: 10%
課堂討論: 10%
期中考: 10%
口頭報告: 10%
書面報告: 10%
期末考: 10%
作業: 10%

書籍類別 (尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書籍類別	書名	作者
自編教材	CCI course handouts	Carol Troy

上課進度

週次	教學內容	教學策略
1	Course Introduction & 智財權宣導(含告知學生應使用正版教科書)	講述法
2	Unit 1: The Farm-to-Table Movement	講述法、 小組討論
3	Unit 1: The Farm-to-Table Movement	學生上台報告、 專題報告、 訪談人物
4	Unit 1: The Farm-to-Table Movement	學生上台報告、 專題報告、 訪談人物
5	Unit 1: The Farm-to-Table Movement	專題報告、 訪談人物、 專題演講
6	Unit 2: Distribution of Services: The Uber Approach	講述法
7	Holidays (no class)	國訂假日
8	Mid-term presentation	期中考報告
9	Mid-term	期中考
10	Presentations	學生上台報告
11	Unit 3: Small Businesses: Senior Care Franchises	講述法、 小組討論
12	Unit 3: Small Businesses: Senior Care Franchises	學生上台報告
13	Unit 3: Small Businesses: Senior Care Franchises	學生上台報告
14	Unit 4: Specialized Recruitment in the Performing Arts	講述法

15	Unit 4: Specialized Recruitment in the Performing Arts	學生上台報告
16	Unit 4: Specialized Recruitment in the Performing Arts	學生上台報告
17	Unit 4: Specialized Recruitment in the Performing Arts	學生上台報告
18	Final-term	期末考