

文藻外語大學 114 學年度第 1 學期教學綱要

Wenzao Ursuline University of Languages

Syllabus for the 1st Semester of the 2024 Academic Year

「遵守智慧財產權觀念、不非法影印」

Please comply with intellectual property laws. Do not make illegal copies of copyrighted materials.

壹、課程基本資料

課程名稱 Course Title	商管專業服務學習：醫療服務行銷與管理(二) INTEGRATED SERVICE-LEARNING IN BUSINESS ADMINISTRATION: HEALTH CARE MARKETING AND MANAGEMENT (I)		
課程類別 (學制) School System	日間部四技 4-Year College of Day Division		
開課單位 Academic Unit	國際企業管理系		
授課教師 Instructor	廖俊芳， 吳紹慈	職稱 Academic Rank	副教授， 助理教授

師生互動 Data of Instructor	辦公室 Office	Z0410， Z210	辦公室電話 Office Phone Number	6221， 6122
	電子信箱 E-mail	98074@mail.wzu.edu.tw, 99034@mail.wzu.edu.tw		
	約談時間 Office Hours	by appointments		

學分 Credits	1.0 學分	選課別 Category	【 】必修 Required Course 【V】選修 Elective Course
開課類別 Course Length	【 】學年課 Year-long course( 2 semesters ) 【V】學期課 semester course(1 semester )	開課年級 Year Taught : 4 年級 授課班級 Class Taught : 日四技共同四	
課程內容概要 Course Content Synopsis	<p>■課程內容概要本課程的設計理念為「行動導向學習」(Action-oriented Learning)-規劃服務學習融入專業商管課程，是緊扣「學習者為中心」的教學法。不僅透過規劃專業商管課程內容，以培育學生「硬實力」；也透過精心設計的服務學習課程方案與反思活動，引導學生思考個人的價值觀，提升個人學習的動機及成效，增強自信心、溝通技巧、表達能力、團隊精神及領導能力等「軟實力」。此培育學生「從做中學」(Learning by Doing)的商管專業服務學習課程，是連結以基本理論與相關應用為主軸的行銷專業課程，不僅提供學生在這當中有做中學、移地學習及跨領域團隊合作的機會，藉由社區服務的具體實踐及反思活動中，更可協助學生建構知識內化，進而提昇專業知能及應用。同時也協助學生成立自主學習的</p>		

分組團隊，藉由執行各種活動，從『做中學，學中做』學會互相幫助與包容，學習如何發揮團隊力量，並可培養其獨立思考、實做與創造能力。期待學子們透過課程中特別設計的跨領域合作團隊及精心規劃的跨界服務學習行動方案，展現熱情與活力、盡情學習，以提昇自我效能(Self-efficacy)，培養更積極的人生價值觀，回饋社會。

本融入式服務學習課程運用服務學習六大步驟(調查、準備、執行、反思、成果慶賀及延續)與合作社群策群力互惠多贏。期盼學生以學習的心態來從事服務活動，藉由服務經驗，透過討論、思考反省等活動，促使學生強化教室內之專業知能課程學習，並期盼增進學習效能及提昇個人能力及公民能力，其中反思和互惠是本服務學習課程的核心關鍵。課程主要內容包括 1.行銷的基本概念；醫療行銷的特質；市場區隔；服務學習概論等主題。2.「領導力溝通力」服務學習技能培訓：服務學習先備營。3.服務學習實做：學生將進行一個與行銷專業知能相關的社區服務計劃，並且完成社區服務方案，並針對學習經驗，呈現口頭及書面報告，展現出他們如何應用行銷專業知識於服務中，並加以反省。

Based on “Action-oriented Learning”, the course incorporates the concept and practice of service learning into the professional business administration course, and adopts the “learner-centered” teaching approach. It not only expects to help students develop their professional core competence through conventional classroom teaching, but also seeks to guide students’ reflection on their personal values and enhance their learning motivation and outcome by boosting their confidence and improving their communication skills, expressive skills, team spirit and leadership through the carefully designed service learning tasks and reflection activities. This is a professional marketing course that emphasizes “learning by doing,” and provides students with plenty opportunities of field practice and interdisciplinary learning so that students may connect basic theories with practical applications. Through the hands-on experience of community services and abundant reflection opportunities, the course can help students internalize, develop, and apply professional marketing knowledge, as well as offer opportunities for active participation in community services, which may equip them with team work skills, critical thinking, execution ability, and creativity. The ultimate goal is to enhance students’ independent learning, self-efficacy, and encourage the development of positive life values and attitudes through the carefully designed interdisciplinary service learning tasks.

The course content includes: 1. Introduction to marketing: characteristics of health care marketing, market segmentation, and general introduction to service learning; 2. Service-learning Training of leadership and communication including Pilot Camp; 3. Practical service learning tasks: guiding students to apply their professional marketing knowledge to the community service projects; students are also required to give oral and written reports to present their accomplishments and reflections.

■ 主要授課語言：

國語(Mandarin)

課程學習目標 Course Learning Goals	1、協助學生建構知識內化，提昇專業行銷知能及應用。 2、瞭解醫療行銷與一般營利導向的行銷管理之間的差異，進而能運用行銷管理的概念於醫療與公共衛生服務領域。 3、期望能從行銷管理的角度，瞭解社會大眾、病患及家屬對醫療服務的需求，增進學生對促進醫療、公共衛生服務方面的知識與能力。
---------------------------------	--

	<p>4、培養提昇學生的協商、溝通、計畫與組織、自信與同理心等方面的表现。</p> <p>5、增進團隊合作與培育領導力。</p> <p>6、學習如何服務及影響社區、積極參與社區貢獻，履行公民責任。</p> <p>1. Internalize, develop and apply professional marketing knowledge ;</p> <p>2. Distinguish the differences between health care marketing and general profit-oriented marketing, and apply marketing strategies to medical services and the public health care sector;</p> <p>3. Understand the needs of the public, patients and their family, and hence increase students' understanding and competence in medical services and public health care;</p> <p>4. Develop negotiation, communication, planning and organization skills, as well as enhance confidence and empathy;</p> <p>5. Enhance students' team work skills and leadership; and</p> <p>6. Learn to actively participate in and contribute to the community, and to fulfill their civic responsibilities.</p>			
系培育目標與核心能力以及學習目標 Development Goals, Skill Indicator, & Learning Objectives	系培育目標 具有國際企業管理專業知能	核心能力指標編碼 1-3-3	核心能力 具備分析商業環境之知能	學習目標 Learning Objective 協助學生建構知識內化，提昇專業行銷知能及應用。 Help students internalize, develop and apply professional marketing knowledge ;
	具備商務系統性思考能力	3-3-1	善用與整合各種管理技巧及其運用之知能	1、瞭解醫療行銷與一般營利導向的行銷管理之間的差異，進而能運用行銷管理的概念於醫療與公共衛生服務領域。 Be able to distinguish the differences between health care marketing and general profit-oriented marketing, and apply marketing strategies to medical services and the public health care sector; 2、能從行銷管理的角度，瞭解社會大眾、病患及家屬對醫療服務的需求，增進學生對促進醫療、公共衛生服務方面的知識與能力。 Be able to understand the needs of the public, patients and their family, and hence increase students' understanding and competence in medical services and public health care;
	具有溝通與解決問題的能力	4-3-1	擁有溝通與解決問題之初步知能	1、培養提昇學生的協商、溝通、計畫與組織、自信與同理心等方面的表现。 Develop negotiation, communication, planning and organization skills, as well as enhance confidence and empathy; 2、增進團隊合作與培育領導力。 Enhance students' team work skills and leadership; 3、學習如何服務及影響社區、積極參與社區貢獻，履行公民責任。

			Learn to actively participate in and contribute to the community, and to fulfill their civic responsibilities.	
語言能力：優異中文及英文能力；電腦能力：基礎文書處理；藝術賞析與創意；專業相關知識。				
學習者透過具體的經驗進行觀察和反思，再將學習心得內化成抽象概念，應用到下一次的實作經驗中。 Learners observe and reflect on specific experiences, and then internalize the learning experience into abstract concepts and apply them to the next practical experience.				
1.做中學;2.服務學習;3.合作學習 1.Learning by Doing;2.Service-Learning;3.Cooperative Learning				
<b>■課程類型(Top Down)</b>				
微型課程(Micro course) 跨領域課程(Cross-disciplinary) 專業服務學習課程(Professional services learning course) 計劃案課程(請填計劃案名稱)(Project course (Project name))「文藻螺絲釘・鏈結世界心—科技送暖、永續傳情計畫」USR 大學社會責任計畫				
<b>■教學平台</b>				
實體教學(Face-to-face instruction)				
<b>■主要教學策略</b>				
講授(Lecture) 實作(Hands-on) 體驗(Experience) 自主學習(Learning autonomy) 服務學習(Service learning) 協同教學(Collaborative teaching) 分組討論(Group discussion) 問題導向(Problem-based) 影片欣賞(Video appreciation)				
<b>■評量方式與評分比例分配 Evaluation Criteria</b>				
1. 個人出席/參與 Participation (40%)：包括 3 次出席課程及期末慶賀發表 attendance at the session on course introduction 3 times and the final celebration 2. 專業服務 Professional service (40%)：包括服務及 2 篇反思報告(報告格式放於雲端學園) service and two reflection reports (the sample form to be downloaded from Wenzao Cloud e-learning) 3. 期末團隊反思口頭報告 Final oral presentation in groups (20%) (含 1 分鐘影片及 PPT+口頭報告) with a one-minute video, a PPT file, and an oral report.				
<b>■課堂要求 Course Requirements &amp; Policies</b>				
1.同學須隨時掌握及預覽課程公告，課程要求或安排可能因突發狀況而修正或增加 2.請同學務必帶著精神來上課，參與討論。 3.準時上課、不可隨意飲食、上網。 4.不接受遲交作業；特殊情況須事先轉知任課老師並獲得同意。				

評量  
Student  
Assessment

- 5.不得抄襲；抄襲作業將以零分計算或不及格。  
 6.修習本課程同學須至醫院或指定專案進行專業服務。  
 7.針對教學有任何意見，歡迎隨時向教師反應。
1. Please note that the instructor reserves the right to add or substitute an assignment in any given week if there is a current event that is relevant to the course material. Any additions will be posted in the E-learning before that week's session begins.
2. Be energetic and participate in class discussion actively.
3. Be punctual to the class and no food is allowed in class.
4. Late assignments will not be graded by the instructor. In the case of a medical, personal, or professional emergency, the student must contact the instructor in advance whenever possible and discuss potential approval for late assignment submission due to extreme circumstances.
5. Academic Honesty: Plagiarism or cheating of any kind will result in a zero on the assignment and may result in a failing grade for this course.
6. All students of this course have to conduct a service learning for 3 shifts (each 1 to 3 hours) in areas such as healthcare promotion, professional language service, or regular volunteering service in the community hospitals or the assigned sites. The schedule will be arranged in advance.
7. Any comments or suggestions are welcomed.
8. All reflection journals **or projects** should be submitted by **Dec 12, 2025. 所有反思報告請於 114/12/12 前完成，並且繳交到雲端學園。**

#### 重要日期：

1. 09/18 (四)教室上課
2. 10/18 (六) 9:00-16:30 義大醫院新進志工訓練 (115/1/9 調課)；10/23 醫院 3 次排班完成
3. 12/11 (四)教室上課，反思報告演練
4. 12/20 (六) 9:00-12:00 期末反思與慶賀(12/18 調課)

#### 貳、課程內容與進度 (Course Content & Schedule)

週次 Week	上課日期 Date	單元名稱 Units	授課方式	作業、報告或其它	備註 Remarks
Week 1	9/11	併入 9/18 registered as attendance on 9/18			9/8-9/15 第二次加退選
Week 2	9/18 18:30- 21:05	1. 場域及團隊介紹-清華 2. 教育(國際)小螺絲釘招募-Emma、Eileen、靜雅 3. 產業小螺絲釘招募-紹慈、春曉 4. 醫院服務介紹-Melody 5. 營隊小螺絲釘招募-志堅	影片分享/ 介紹 co- teaching	Line 群組 全體老師	到教室 上課
Week 3	9/25	併入 9/18 registered as attendance on 9/18			
Week 4	10/2	併入小螺絲釘服務 registered as volunteering service hour			
Week 5	10/9	併入小螺絲釘服務 registered as volunteering service hour			

Week 6	10/16	<b>醫院新進志工訓練(*務必參加)</b>			*10/18 義大醫院新進志工訓練(原上課: 1/9) *10/23 醫院3次排班完成
Week 7	10/23	併入小螺絲釘服務 registered as volunteering service hour			
Week 8	10/30	併入小螺絲釘服務 registered as volunteering service hour	期中考週	Midterm Exams Week	
Week 9	11/06	併入小螺絲釘服務 registered as volunteering service hour			
Week 10	11/13	併入小螺絲釘服務 registered as volunteering service hour			
Week 11	11/20	併入小螺絲釘服務 registered as volunteering service hour			
Week 12	11/27	併入小螺絲釘服務 registered as volunteering service hour			
Week 13	12/04 (18:30-21:05)	如何做深度反思 How to do reflection	業師 協同教學		(*加分)
Week 14	12/11 (18:30-21:05)	Celebration 準備，反思報告演練 Preparation for reflection report and drills		5	到教室上課 12/8 (一) 1. Team PPT (Draft) Due 2. Reflection Reports Due
Week 15	12/18	期末反思與慶賀 (12/20, 六, 9-12)	小組發表	邀請場域夥伴來文藻分享學習成果	到教室上課 12/12 (五) Team Final PPT and Video Due
Week 16	12/25	Holiday			
Week 17	1/1	Holiday			
Week 18	1/9	Move to 10/18 醫院新進志工訓練		Final Exams Week	期末考週