

國立金門大學

教學綱要

部別：日間部學士班

114學年度第2學期

列印日期：
2026/01/21

科目名稱：管理學 (Principle of Management)	開課班級：企管一甲	學分：2.0	授課時數：2.0
授課教師：顏郁芳王興國	必選修：必修		

1. 教學目標

本課程旨在引導大一企管系學生建立管理學核心概念與基本架構，理解組織運作之邏輯與管理者角色，並能將管理理論應用於日常生活與企業情境之問題分析與決策。學生完成課程後，應具備基礎管理素養、團隊合作能力與初階管理實務思維。 This course aims to help first-year Business Administration students build a solid foundation in core management concepts and frameworks. Students will understand how organizations operate and the roles of managers, and learn to apply management theories to problem analysis and decision-making in both daily life and business contexts. Upon completion, students will develop essential management literacy, teamwork competence, and introductory managerial thinking.

分項學習目標 | Intended Learning Outcomes 修畢本課程後，學生應能：

Upon completing this course, students will be able to:

管理知識與概念理解 說明管理學的基本內涵、管理者角色與管理環境（全球化、科技、倫理等）。 Explain the fundamentals of management, managerial roles, and the managerial environment (e.g., globalization, technology, ethics).

辨識並解釋管理四大功能：規劃、組織、領導、控制。 Identify and describe the four core management functions: planning, organizing, leading, and controlling.

理解組織的基本要素（目標、結構、人員、流程、文化）及其相互影響。 Understand key organizational elements (goals, structure, people, processes, culture) and their interactions.

認識企業常見管理議題：人力資源、激勵、溝通、衝突、策略與變革等。 Recognize common managerial issues such as human resources, motivation, communication, conflict, strategy, and organizational change.

問題分析與決策能力 能運用管理概念分析企業

或校園團隊常見問題（如效率低落、溝通不良、動機不足）。 Apply management concepts to analyze common problems in organizations or student teams (e.g., low efficiency, poor communication, lack of motivation). 能比較不同管理理論／學派（古典、行為、系統、權變等）之觀點並提出合理解釋。 Compare major management perspectives/schools (classical, behavioral, systems, contingency, etc.) and provide reasonable interpretations. 能以基礎管理工具（如 SWOT、PDCA、目標管理）提出初階改善方案與決策建議。 Use basic management tools (e.g., SWOT, PDCA, Management by Objectives) to propose improvement plans and decision recommendations. 管理技能與應用 具備基本團隊合作技能：角色分工、協作流程、衝突處理與共識形成。 Demonstrate teamwork skills including role assignment, collaborative processes, conflict management, and consensus building. 能完成簡要管理報告或個案分析（口頭與書面），並提出具邏輯的結論。 Produce brief management reports or case analyses (oral and written) with logical conclusions. 能從倫理與社會責任角度評估管理行為與決策的後果。 Evaluate managerial actions and decisions from perspectives of ethics and social responsibility. 態度與價值 建立管理者必備素養：責任感、時間管理、自我管理與目標導向。 Develop essential managerial qualities such as responsibility, time management, self-management, and goal orientation. 培養對組織與社會議題的敏感度，建立尊重多元、合作共贏的管理思維。 Build awareness of organizational and social issues and develop a management mindset that respects diversity and promotes win-win collaboration.

2. 教學綱要

建立管理學核心概念與管理四大功能基礎。
培養學生以管理理論分析組織問題與決策能力。
強化溝通表達、團隊合作與初階管理技能。
形塑倫理、責任與永續觀點之管理素養。

Develop students' foundational understanding of core management concepts and the four managerial functions.

Enhance students' ability to analyze organizational problems and make decisions using management theories.

Strengthen communication skills, teamwork competence, and basic managerial skills.

Cultivate ethical awareness, responsibility, and sustainability-oriented managerial literacy.

3. 教科書

書名：Fundamentals of Management

1 出版日期：年 月

作者：Staphen P. Robbins 出版社：Pearson 版本：

書名：Management

2 出版日期：年 月

作者：Stephen P. Robbins, Mary Coulter 出版社： 版本：

4. 參考書

1 書名： 出版日期：年 月

作者： 出版社： 版本：

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5. 教學進度表

週次	日期	內容	授課教師	備註
1	2026/02/22—2026/02/28	Managing Today	顏郁芳，王興國	
2	2026/03/01—2026/03/07	The Manager as Decision Maker	顏郁芳，王興國	

3	2026/03/08—2026/03/14	Important Managerial Issues	顏郁芳，王興國	
4	2026/03/15—2026/03/21	The Management Environment	顏郁芳，王興國	
5	2026/03/22—2026/03/28	Managing Change and Innovation	顏郁芳，王興國	
6	2026/03/29—2026/04/04	Planning and Goal Setting	顏郁芳，王興國	
7	2026/04/05—2026/04/11	Structuring and Designing Organizations	顏郁芳，王興國	
8	2026/04/12—2026/04/18	Managing Human Resources and Diversity	顏郁芳，王興國	
9	2026/04/19—2026/04/25	Mid-term Exam	顏郁芳，王興國	
10	2026/04/26—2026/05/02	Managing Work Groups and Work Teams	顏郁芳，王興國	
11	2026/05/03—2026/05/09	Understanding Individual Behavior	顏郁芳，王興國	
12	2026/05/10—2026/05/16	Motivating and Rewarding Employees	顏郁芳，王興國	
13	2026/05/17—2026/05/23	Understanding Leadership	顏郁芳，王興國	
14	2026/05/24—2026/05/30	Managing Organizational and Interpersonal Communication	顏郁芳，王興國	

15	2026/05/31—2026/06/06	Managing Organizational and Interpersonal Communication	顏郁芳，王興國	
16	2026/06/07—2026/06/13	Controlling Work and Organizational Processes	顏郁芳，王興國	
17	2026/06/14—2026/06/20	Controlling Work and Organizational Processes	顏郁芳，王興國	
18	2026/06/21—2026/06/27	Final Exam	顏郁芳，王興國	

6. 成績評定及課堂要求

1.Attendance and active participation : 40% 2.Mid-term written exam : 30% 3. Final exam : 30%

8. 永續發展目標(SDGs) : SDG4 優質教育、SDG8 合適的工作及經濟成長

9. 大學社會責任(USR)關聯性 : 中