

國立清華大學教學大綱

【尊重智慧財產權，請使用合法教科書，不得非法影印！】

| 課程名稱 | 中文：工商心理新興議題 | | 必/選修 | 選修 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | 英文：Seminar on Emerging Issues of I/O Psychology | | 課程類別 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 開課單位 | 竹師教育學院 | 教育心理與諮商學系 | 開課年級/ 學期(上、下) | 一年級 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 學分數 | 3 | | 上課時數 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 先修課程 | 無 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 課程目標： 首先奠定工商心理學之理論基礎，接續瞭解資訊科技發展與世代差異之現況，進而探究工商心理學新興議題對於人力資源管理/發展與消費心理之影響與未來發展策略，及專題研究之探討。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 課程內容： <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 10%;">周次</th> <th style="width: 10%;">日期</th> <th style="width: 60%;">主題</th> <th style="width: 20%;">備註</th> </tr> </thead> <tbody> <tr><td>1</td><td>2/20</td><td>課程說明、工商心理學概論</td><td></td></tr> <tr><td>2</td><td>2/27</td><td>工商心理學理論 I</td><td></td></tr> <tr><td>3</td><td>3/05</td><td>工商心理學理論 II</td><td></td></tr> <tr><td>4</td><td>3/12</td><td>領導行為與風格</td><td></td></tr> <tr><td>5</td><td>3/19</td><td>組織結構與設計</td><td></td></tr> <tr><td>6</td><td>3/26</td><td>數位行銷</td><td></td></tr> <tr><td>7</td><td>4/02</td><td>全通路生態系統體驗</td><td>線上課程</td></tr> <tr><td>8</td><td>4/09</td><td>永續發展 I</td><td></td></tr> <tr><td>9</td><td>4/16</td><td>永續發展 II</td><td></td></tr> <tr><td>10</td><td>4/23</td><td>人工智慧概念</td><td></td></tr> <tr><td>11</td><td>4/30</td><td>人工智慧與人力資源管理</td><td></td></tr> <tr><td>12</td><td>5/07</td><td>人工智慧與人力資源發展</td><td></td></tr> <tr><td>13</td><td>5/14</td><td>職場情緒健康</td><td></td></tr> <tr><td>14</td><td>5/21</td><td>多元共融 (Diversity, Equity and Inclusion)</td><td></td></tr> <tr><td>15</td><td>5/28</td><td>文獻回顧專題 I</td><td>線上課程</td></tr> <tr><td>16</td><td>6/04</td><td>文獻回顧專題 II</td><td>線上課程</td></tr> </tbody> </table> | | | | | 周次 | 日期 | 主題 | 備註 | 1 | 2/20 | 課程說明、工商心理學概論 | | 2 | 2/27 | 工商心理學理論 I | | 3 | 3/05 | 工商心理學理論 II | | 4 | 3/12 | 領導行為與風格 | | 5 | 3/19 | 組織結構與設計 | | 6 | 3/26 | 數位行銷 | | 7 | 4/02 | 全通路生態系統體驗 | 線上課程 | 8 | 4/09 | 永續發展 I | | 9 | 4/16 | 永續發展 II | | 10 | 4/23 | 人工智慧概念 | | 11 | 4/30 | 人工智慧與人力資源管理 | | 12 | 5/07 | 人工智慧與人力資源發展 | | 13 | 5/14 | 職場情緒健康 | | 14 | 5/21 | 多元共融 (Diversity, Equity and Inclusion) | | 15 | 5/28 | 文獻回顧專題 I | 線上課程 | 16 | 6/04 | 文獻回顧專題 II | 線上課程 |
| 周次 | 日期 | 主題 | 備註 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2/20 | 課程說明、工商心理學概論 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | 2/27 | 工商心理學理論 I | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | 3/05 | 工商心理學理論 II | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 3/12 | 領導行為與風格 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 3/19 | 組織結構與設計 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | 3/26 | 數位行銷 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 4/02 | 全通路生態系統體驗 | 線上課程 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 4/09 | 永續發展 I | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | 4/16 | 永續發展 II | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | 4/23 | 人工智慧概念 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 4/30 | 人工智慧與人力資源管理 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | 5/07 | 人工智慧與人力資源發展 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | 5/14 | 職場情緒健康 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | 5/21 | 多元共融 (Diversity, Equity and Inclusion) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 5/28 | 文獻回顧專題 I | 線上課程 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | 6/04 | 文獻回顧專題 II | 線上課程 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 教學方式： 教材研讀、合作學習、個案探討、期刊研析、主題研究 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 評量方式： 1. 課程討論與參與 (15%) 2. 閱讀心得 (個人, 300 字, 50%, 分享於教學平台討論區) 3. 文獻回顧專題 (個人, Word 與 PPT 檔, 35%) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

參考資料：

| 中文 | 英文 |
|--|---|
| 組織與管理 | Human Relations |
| 管理學報 | Human Resource Development Quarterly |
| 中山管理評論 | Human Resource Management |
| 管理評論 | Human Resource Management Review |
| 台大管理論叢 | IEEE Transactions On Engineering Management |
| 人力資源管理學報 | Industrial and Corporate Change |
| 科技管理學刊 | Industrial and Labor Relations Review |
| 交大管理學報 | Industrial Relations |
| 管理與系統 | International Business Review |
| 台灣管理學刊 | International Journal of Human Resource Management |
| 輔仁管理評論 | International Journal of Selection and Assessment |
| 產業管理評論 | International Marketing Review |
| 商管科技季刊 | Journal of Applied Behavioral Science |
| 企業管理學報 | Journal of Applied Psychology |
| 電子商務學報 | Journal of Applied Social Psychology |
| 產業與管理論壇 | Journal of Behavioral Decision Making |
| 中華心理學刊 | Journal of Business Research |
| 本土心理學研究 | Journal of International Business Studies |
| 教育心理學報 | Journal of International Management |
| 應用心理研究 | Journal of Management |
| Asia Pacific Management Review | Journal of International Marketing |
| Academy of Management Journal | Journal of Management Inquiry |
| Academy of Management Review | Journal of International Business studies |
| Administrative Science Quarterly | Journal of Occupational & Organizational Psychology |
| Advances in Strategic Management | Journal of Organizational Behavior |
| Applied Psychology An International Review | Journal of Small Business Management |
| Asia Pacific Journal of Management | Journal of Vocational Behavior |
| British Journal of Industrial Relations | Journal of World Business |
| British Journal of Management | Leadership Quarterly |
| California Management Review | Management and Organizationa Review |
| European Journal of Work and Organizational Psychology | Management International Review |
| European Management Journal | MIT Sloan Management Review |
| European Management Review | Organization Science |
| Group and Organization Management | Organization Studies |
| | Organizational Behavior Human Decision Processes |
| | Organization Dynamics |
| | Organization Research Methods |
| | Personnel Psychology |
| | Pan Pacific Management Review |

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| | Research in Organizational Behavior Research in Personnel and Human Resource Management Small Group Research |
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