

大學部學生學習評量表

B.B.A. Program Individual Assessment

(2019.10.04 更新)

學習目標 (Learning Goals)	學習子目標 (Learning Objectives)	評量重點 (Traits)
1. 具備專業知識與技能 Students should be equipped with professional knowledge and skills.	1.1 瞭解並說明與商管領域有關學科之基本觀念和實例(或案例)。 Students can understand general concepts of business, management, economics, and other disciplinary knowledge as well as can demonstrate knowledge of fundamental business theories, models, and frameworks, or can analyze cases with what he/she has learned.	1.1.1 瞭解基本觀念 Understand basic concepts.
		1.1.2 應用知識 (舉例說明觀念、分析個案、運用觀念作計算演練、等) Apply knowledge.
2. 具備探索和分析問題的能力 Students should be able to explore and analyze problems.	2.1 能運用所學的理论與知識找出問題。 Students can apply theory and/or knowledge to identify problems.	2.1.1 清楚陳述問題 State problems clearly.
	2.2 有能力分析實務問題、協助決策。 Students are capable of analyzing practical problems and assisting in decision making.	2.2.1 理解與分析問題 Understand and analyze problems.
3. 具有溝通與合作能力 Students should be able to communicate and cooperate effectively.	3.1 能有效地溝通。 Students are able to communicate effectively.	3.1.1 口語表達清楚 Speak clearly.
		3.1.2 書面寫作陳述清晰有條理 Written statements are clear and organized.
	3.2 能肯定組員在團體中的貢獻，並與組員維持良好關係、且能負責盡職。 Students can affirm the team members' contributions, maintain a good relationship with the team members, and are responsible for their duties.	3.2.1 參與小組討論 Participate in group discussions.
		3.2.2 與組員共同完成專題報告 Work together to complete projects.
4. 具有積極學習與瞭解國際商業環境與跨國企業經營運作之能力 Students should be able to learn positively and understand the international business environment and multinational enterprises' operation.	4.1 能積極學習不同的經濟文化與商業法律環境。 Students can positively learn different economic culture and legal environment.	4.1.1 瞭解不同區域的經濟文化、貿易法規、租稅條例等 Understand economic culture, international trade regulations or taxation in different jurisdictions.
	4.2 能瞭解跨國企業之經營風險與策略。 Students can understand the operational risks and strategies of the multinational enterprises.	4.2.1 瞭解國際化下之企業經營風險與策略 Understand operating risks and strategies of international business.
5. 具有服務社會的熱忱與能力 Students should have enthusiasm and ability to serve the society.	5.1 能關懷有關企業社會責任與倫理議題、及其對大眾權利之影響。 Students should be concerned with the issues of social responsibilities and ethics as well as their impact on public rights.	5.1.1 具有企業倫理/專業倫理之認知 Have perception of business ethics/ professional ethics.
		5.1.2 瞭解企業社會責任之意義與影響 Understand the meaning and impact of corporate social responsibility.