

College of Management, Tunghai University 東海大學管理學院

Slogan: *Inspire Sustainable Leadership*

Mission Statement 我們的使命

The College of Management, Tunghai University, devotes itself to educating students who hold ethics, excellence, openness, and leadership in high esteem. Through rigorous teaching and research, we develop capable decision-makers who can practice sustainable learning, assume social responsibility, and meet global challenges with confidence, integrity, and professionalism.

東海大學管理學院致力於培育著重倫理、卓越、開放、領導的學生。透過嚴謹的教學與研究，造就足以實踐永續學習，善盡社會責任，並以自信、正直、專業態度因應全球挑戰的決策人才。

Vision Statement 我們的願景

We must, as we envisage it, be the pioneering leader for management education in Greater China.

我們勢必成為大中華地區管理教育的先驅領導者。

Values Statement 我們的信念

Consonant with the motto of Tunghai University, “Truth, Faith, Deeds”, our values are reflected in CORE: Creativeness, Openness, Responsibility, and Excellence, and respectively through them we make every effort to promote sustainability, meet global challenges, comply with ethical standards, and demonstrate professional leadership.

秉持東海大學座右銘「求真、篤信、力行」，我們彰顯CORE的核心價值——創新(C)、開放(O)、負責(R)、卓越(E)，以之盡力促進永續發展，因應全球挑戰，遵循倫理規範，展現專業領導。

Learning Goals (LGs) and Learning Objectives (LOs) 學習目標與核心能力

A. Bachelor of Business Administration (BBA) Program 學士班

General Goals

LG 1. Ethics and Social Responsibility 倫理價值與社會責任

LO 1-1 The students are able to illustrate ethical issues in business and describe implications for business leaders. 闡明倫理價值

LO 1-2 The students are able to demonstrate awareness of social responsibility and its impact on the wider community. 認知社會責任

LG 2. Effective Communication 專業溝通能力

LO 2-1 The students are able to employ a set of essential oral skills in Chinese and achieve effective communication in a business context. 中文口語溝通能力

LO 2-2 The students are able to employ a set of essential writing skills in Chinese and achieve effective communication in a business context. 中文書面溝通能力

LO 2-3 The students are able to demonstrate essential communication skills in business English. 商用英文溝通能力

Management Specific Goal

LG 3. Effective Decision Making 管理決策能力

LO 3-1 The students are able to solve a decision-making problem through independent and analytical thinking. 獨立思考決策能力

LO 3-2 The students are able to participate in and contribute effectively to a team. 團隊合作能力

Discipline Specific Goals

LG 4. Professional Knowledge and Practical Application 專業知能與實務應用

LO 4-1 The students are able to understand and recognize the core knowledge and theory in the discipline they specialize. 專業知識與理論

LO 4-2 The students are able to use the core knowledge and theory in the discipline they specialize in appropriate settings. 實務應用

LG 5. Global Perspective and Sustainable Learning 國際視野與永續學習

LO 5-1. The students are able to practice sustainable learning from a global perspective in the discipline they specialize. 國際視野與永續學習能力

B. Master-Level Programs 碩士班

Master of Business Administration (MBA) Program

General Goals

LG 1. Ethics and Social Responsibility 倫理價值與社會責任

LO 1-1 The students are able to illustrate ethical issues in business and construct possible solutions for business leaders. 闡明倫理價值

LO 1-2 The students are able to demonstrate awareness of social responsibility and illustrate its implications in management. 認知社會責任

LG 2. Integrated Communication 整合溝通能力

LO 2-1 The students are able to employ an integrated approach to effective communication for an oral presentation. 口語溝通能力

LO 2-2 The students are able to employ an integrated approach to effective communication for a written report. 書面溝通能力

Management Specific Goal

LG 3. Integrated Decision Making 管理決策整合能力

LO 3-1 The students are able to solve an integrated decision-making problem through independent thinking and relevant data driven analysis. 獨立思考決策能力

LO 3-2 The students are able to participate in and contribute constructively to a team with significant leadership. 團隊合作能力

Discipline Specific Goals

LG 4. Integrated Professional Knowledge and Practical Application 專業知能與實務應用整合能力

LO 4-1 The students are able to integrate the core knowledge, theory, and practical application in the discipline they specialize in management. 專業知識與應用

LG 5. Global Perspective and Sustainable Learning 國際視野與永續學習

LO 5-1 The students are able to practice sustainable learning from a global perspective in the discipline they specialize. 國際視野與永續學習能力

Master of Science (MS) in International Business Program

General Goals

LG 1. Ethics and Social Responsibility 倫理價值與社會責任

LO 1-1 The students are able to illustrate ethical issues in business and construct possible solutions for business leaders. 闡明倫理價值

LO 1-2 The students are able to demonstrate awareness of social responsibility and illustrate its implications in international business management. 認知社會責任

LG 2. Integrated Communication 整合溝通能力

LO 2-1 The students are able to employ an integrated approach to effective communication for an oral presentation. 口語溝通能力

LO 2-2 The students are able to employ an integrated approach to effective communication for a written report. 書面溝通能力

Management Specific Goal

LG 3. Integrated Decision Making 管理決策整合能力

LO 3-1 The students are able to solve an integrated decision-making problem through independent thinking and relevant data driven analysis. 獨立思考決策能力

LO 3-2 The students are able to participate in and contribute constructively to a team with significant leadership. 團隊合作能力

Discipline Specific Goals

LG 4. Integrated Professional Knowledge and Practical Application 專業知能與實務應用整合能力

LO 4-1 The students are able to integrate the core knowledge, theory, and practical application in international business management. 專業知識與應用

LG 5. Global Perspective and Sustainable Learning 國際視野與永續學習

LO 5-1 The students are able to practice sustainable learning from a global perspective in international business management. 國際視野與永續學習能力

Master of Information Management (MIM) Program

General Goals

LG 1. Ethics and Social Responsibility 倫理價值與社會責任

LO 1-1 The students are able to illustrate ethical issues in business and construct possible solutions for business leaders. 闡明倫理價值

LO 1-2 The students are able to demonstrate awareness of social responsibility and illustrate its implications in information management. 認知社會責任

LG 2. Integrated Communication 整合溝通能力

LO 2-1 The students are able to employ an integrated approach to effective communication for an oral presentation. 口語溝通能力

LO 2-2 The students are able to employ an integrated approach to effective communication for a written report. 書面溝通能力

Management Specific Goal

LG 3. Integrated Decision Making 管理決策整合能力

LO 3-1 The students are able to solve an integrated decision-making problem through independent thinking and relevant data driven analysis. 獨立思考決策能力

LO 3-2 The students are able to participate in and contribute constructively to a team with significant leadership. 團隊合作能力

Discipline Specific Goals

LG 4. Integrated Professional Knowledge and Practical Application 專業知能與實務應用整合能力

LO 4-1 The students are able to integrate the core knowledge, theory, and practical application in information management. 專業知識與應用

LG 5. Global Perspective and Sustainable Learning 國際視野與永續學習

LO 5-1 The students are able to practice sustainable learning from a global perspective in information management. 國際視野與永續學習能力
