| College of Management, Asia University |
| --- |
| Learning Goal: | 專業能力 Professional Skill | Program: MBA |
| Learning Objectives: | 1. 研究生應能描述其專業領域之高階專業知識與技能，以有助於其職業及(或)進階的持續學習Graduates should be able to describe high professional knowledge and skills in their fields of expertise in order to facilitate their career and/or continue with advanced studies.
2. 研究生應能展現其進階能力，以一般及專業之管理技能與知識來處理進階問題Graduates should be able to demonstrate their advanced capacity to address advanced problems in general, as well as their disciplines management-specific skills and knowledge.
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Needs Improvement\_1** | **Acceptable\_2** | **Superior\_3** |
| 1. 具備本學科之進階專業知識

Demonstrate mastery of advanced knowledge in the subject-area | 僅有表面的本學科進階專業知識；將其轉化成從事研究的預備知識能力較弱Demonstrates surface cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has slightly weak ability to transfer them into prerequisite knowledge for conducting research | 具備一般性本學科進階專業知識。能嘗試將其轉化成從事研究的預備知識Achieves a general cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has attempted to transfer them into prerequisite knowledge for conducting research | 充分具備本學科之進階專業知識。能將其有效地轉化成從事研究的預備知識 Achieves a thorough cognitive understanding of advanced theoretical concepts and terminologies in the subject-area; and has ability to effectively transfer them into prerequisite knowledge for conducting research |  |
| 1. 具備整合跨學科進階專業知識之能力

Demonstrate ability to integrate the advanced discipline knowledge across subject areas | 整合跨學科進階專業知識之能力較弱Has slightly weak ability to integrate the advanced discipline knowledge across subject areas | 能適切地整合一些跨學科進階專業知識Is able to moderately integrate the advanced discipline knowledge across some subject areas | 能有效地整合許多跨學科進階專業知識 Is able to effectively integrate the advanced discipline knowledge across many subject areas |  |
| 1. 具備本學科相關領域時事議題之創新思辯能力

Demonstrate ability to think creatively and innovatively in current issues related to the subject area | 對本學科相關領域時事議題的創新思維稍顯不足Slightly lacks ability to think creatively and innovatively in current issues related to the subject area | 對本學科相關領域時事議題，偶有一些創新思維Occasionally thinks creatively and innovatively in current issues related to the subject area | 對本學科相關領域時事議題，時常展露創新思維Often thinks creatively and innovatively in current issues related to the subject area occasionally |  |
| 1. 具備運用專業知識定義問題並進行決策之能力

Demonstrate ability to apply the advanced discipline knowledge to define problems and make decisions | 運用專業知識綜觀證據和所有相關情境因素的能力較弱；定義或說明問題的癥結點及提出解決方法有困難Has slightly weak ability to apply the discipline knowledge to overview all relevant evidences and factors connected with a particular situation; is unable to define problems clearly; has difficulties in addressing problem clues and in providing clear solutions | 能適切地運用一些專業知識綜觀證據和相關情境因素，找出可能的問題所在；針對問題做出的決策能大致符合問題表面因素Is able to moderately apply some discipline knowledge to overview evidences and factors relevant to a particular situation in order to define possible problems; moderately identifies superficial-level factors and/or strategies/solutions that are linked to the problems | 能充份地應用專業知識綜觀證據和所有相關情境因素，明確洞悉問題所在；並針對問題做出的決策能滿足、符合不同面向/層面的因素Is able to comprehensively apply the discipline knowledge to overview all relevant evidences and factors connected with a particular situation; clearly defines problems and properly identifies multiple-aspect factors and/or strategies/solutions that are linked to the problems |  |
| 1. 具備運用各種資源進行自主學習之能力

Demonstrate ability to engage in independent learning through the use of various kinds of resources | 運用不同資源進行自主學習的能力較弱Has slightly weak ability to engage in independent learning through the use of different resources | 能適切地運用一些資源進行自主學習Is able to moderately engaged in independent learning through the use of some resources | 能充分地運用各種資源進行自主學習Is able to fully engaged in independent learning through the use of various kinds of resources |  |
| 1. 具備判斷不同情境個案中所需有效領導方式之能力

Demonstrate ability to identify effective leadership styles, skills, and practices for different situations | 判斷不同組織情境和有效領導之間關係的能力較弱Has slightly weak ability to identify effective leadership styles, skills, and practices for different situations | 能適切地判斷一些組織情境和有效領導之間的關係Is able to moderately identify effective leadership styles, skills, and practices for some situations | 能清楚且全面地判斷各式組織情境和有效領導之間的關係Is able to clearly and comprehensively identify effective leadership styles, skills, and practices for various situations |  |

| College of Management, Asia University |
| --- |
| Learning Goal: | 口語溝通能力 Oral Communication skill | Program: MBA  |
| Learning Objectives: | 1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護Graduates should be able to explain their ideas and defend their position using different modes of media and communication
2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Needs Improvement\_1** | **Acceptable \_2** | **Superior\_3** |
| 1. 與主題相關

Relevance to the subject | 部分報告內容與主題無關Content is **partially** relevant to the subject | 報告內容與主題**大致**相關Content is **mostly** relevant to the subject | 報告內容完全切合主題Content is exactly relevant to the subject |  |
| 1. 報告技巧

Delivery skill | 報告節奏不太順暢，許多時候表達不太清楚或不連貫；少與聽眾互動、會做出讓聽眾分散注意力的肢體動作；講話時會顯得不自在。給聽眾繁多的訊息，報告時間的控制上需要改進。Presentation does not flow smoothly; it is choppy and disjointed many times. Student maintains little contact with audience members, and engages in physical movement that distracts from his/her message. Student seems uncomfortable. Much of the information is delivered. Time management needs improvements | 報告節奏大致通順，但偶爾在表達上似乎會有點不太清楚或不連貫；講話時偶爾會顯得有點不自在，但會嘗試跟聽眾互動；會使用一些肢體動作來強調想表達的訊息。Presentation generally flows but a few times seems choppy and disjointed. Student seems slightly uncomfortable at times but strives to maintain contact with audience members throughout the presentation, and engages in physical movement that reinforces his/her message | 報告節奏非常順暢，表達流利、清晰，並能與聽眾積極互動。能用自己的方式吸引聽眾的注意力，並掌控好報告的時間。可以成為其他報告者的楷模。Presentation flows very smoothly. Student is unusually fluent in his/her use of language, speaks clearly to be heard, and maintains frequent contact with audience members. Presents him/her self in a way that keeps the audience’s attention, and has good time management. Could be used as a model for other presenters |  |
| 1. 組織性

Organization | 內容聆聽起來會有些吃力。有些論點不是很清楚，內容架構有點雜亂無章。Listeners follow presentation with some efforts. Some arguments are not clear. Organization seems somewhat haphazard | 內容組織上大致有條理、架構分明，僅在少許內容上比較沒那麼清楚Presentation is generally clear and well organized. A few minor points may be confusing | 內容組織上條理清晰分明、極具邏輯統整性。聽眾容易領會內容Presentation is clear, logical, and very well organized. Listener can follow line of reasoning |  |
| 1. 報告工具

Presentation tool | 未使用適當之報告工具，或內容有些許錯誤Uses inappropriate reporting tools or the content includes a few errors  | 使用適當的報告工具，但內容有少許錯誤Uses appropriate reporting tools, but the content includes few errors | 使用適當的報告工具，且內容沒有任何錯誤Uses appropriate reporting tools, and content is free from any error |  |
| 1. 服裝儀容

Attire | 服裝儀容邋遢Dressed sloppily | 服裝儀容整潔Well-groomed | 服儀整潔且正式Well-groomed and formal attire |  |
| 1. 問題回覆

Reply to questions | 完全無法回答或只能回答少部分與報告主題相關問題Fails to answer or can only answer few questions of related issues | 能回答大部分與報告主題相關問題，但未能精確地將其與課程中其他相關議題聯結Answers most questions of related issues but fails to accurately link them with other topics of the course | 能回答全部語報告主題相關問題，且能精確地將其與課程中其他相關議題聯結Answers all questions of related issues and accurately links them with other topics of the course well |  |

| College of Management, Asia University |
| --- |
| Learning Goal: | 寫作溝通能力 Written Communication skill | Program: MBA |
| Learning Objectives: | 1. 研究生應能使用不同模式之媒體及溝通方式來解釋其見解，並為自己的立場辯護Graduates should be able to explain their ideas and defend their position using different modes of media and communication
2. 研究生應能應用進階的口頭及書面溝通技能，得以適當之形式來傳達其專業領域之知識Graduates should be able to apply advanced oral and written communications skills in order to communicate - knowledge of the field in an appropriate format to experts in their field
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Needs Improvement\_1** | **Acceptable \_2** | **Superior\_3** |
| 1. 文章架構

Structure of content | 文章結構不甚完整；部分段落起承轉合不順，讀者不易理解文意Statements of the article fail to construct a clear organizational structure, and the connections of some paragraphs are abrupt, so that the article is not easy to understand for readers | 文章結構完整；少部分段落起承轉合不順，但讀者能理解大部分的文意Statements of the article construct a clear organizational structure, but the connections of a few paragraphs are abrupt. Readers could understand most parts of the article | 文章結構完整；全文起承轉合流暢，讓讀者感到興趣且易於閱讀 Statements of the article construct a clear organizational structure, and the connections of all paragraphs are smooth, so that the article is easy to read and interesting for readers |  |
| 1. 內容發展

Statement development | 段落中心主旨的陳述太泛、太廣或不夠精細，以致偏離主題重點與發展方向。作者會提供訊息、佐證及個人見解來支持論點或立場，但其中有一些是不太相關的Uses declarative sentences to state the main idea, but they are somewhat too vague or undefined to connect to the topic and direct the body of the essay. The author gives information, evidences and insights to support the argument or stance, though some of them are not entirely relevant. | 段落中心主旨陳述能大致表達出主題的重要性及發展方向。作者會提供訊息、佐證及個人見解來支持論點或立場，但其中有少部分是不太相關的Uses declarative sentences to approximately state the main idea that addresses the importance of the topic and directs the body of the essay. The author gives information, evidences and insights to support the argument or stance, though a few of them are not entirely relevant. | 段落中心主旨陳述能明確、精準地表達出主題的重要性及發展方向。作者會提供強而有力的訊息、佐證及個人見解來支持論點或立場Uses declarative sentences to clearly and concisely state the main idea that addresses the importance of the topic and directs the body of the essay. The author gives strong information, evidences and insights to support the argument or stance |  |
| 1. 語言使用

Language | 有一些語辭、用語、文法、拼字、標點符號等使用上的錯誤，以致偶爾會影響到內容的解讀Paper has some errors in wording, terminology, grammar, spelling and punctuation that communication of content is impaired at times | 有少數語辭、用語、文法、拼字或標點符號等使用上的錯誤，但大致不影響到內容的解讀Paper has a few errors in wording, terminology, grammar, spelling and punctuation but readability is not impaired to a great degree | 大體上沒有語辭、用語、文法、拼字或標點符號等使用上的錯誤，讀者能流暢無礙的閱讀內容Paper is largely free of errors, it flows well and reads smoothly |  |
| 1. 引用來源

Citation | 很少引用文獻，或有一些引用上的錯誤Rare citations are included or **some** of them are incorrect  | **少部分**引用文獻不完整，或**有些微**引用上的錯誤**Few** citations are not complete or incorrect | 完整且正確地引用文獻Citations are correct and compete |  |
| 1. 報告格式

Reporting Form | 部分地方符合相關寫作規範，在一些段落間可發現一些不一致性Writing format is partially inconsistent with normal norms and among sections | 大致符合相關寫作規範，但在少數段落間仍可發現一些不一致性Writing format is generally consistent with normal norms but slightly inconsistent among sections | 完全符合相關寫作規範，且各段落間有一致性Writing format is fully consistent with normal norms and among sections |  |

| College of Management, Asia University |
| --- |
| Learning Goal: | 分析與問題解決能力 Analysis & Problem-solving skills | Program: MBA  |
| Learning Objectives: | 1. 研究生應能使用各種精確與有用的分析及問題解決技能。學生應能使用基礎的分析思維及問題解決技能於其領域之基礎問題。Graduates should develop accurate and useful analytic and problem-solving skills.
2. 研究生應能瞭解與其領域相關之進階問題，並能夠使用其專業知識與技能來分析經濟及商業問題。Graduates must be able to understand problems related to their fields and should be able to analyze economic and business problems using their professional knowledge and skills.
3. 研究生應能夠處理研究活動。Graduates are capable of participating in research activities.
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Poor\_1** | **Satisfactory\_2** | **Excellent\_3** |
| 1. 能夠定義問題，並瞭解問題之關鍵

Define the problem & understanding the crux of problems | 清楚定義問題的能力較弱，且對於問題之關鍵瞭解有限Demonstrates lower ability to define the problem clearly and has limited knowledge of the crux of problems | 定義問題的能力一般，對於問題之關鍵有一些瞭解Demonstrates general ability to define the problem clearly and has some knowledge of the crux of problems | 清楚地定義問題的能力優異，充份瞭解問題之關鍵Demonstrates excellent ability to define the problem clearly and has full knowledge of the crux of problems |  |
| 1. 能夠將學術文獻連結至特定的研究問題

Relate the academic literature to the specific research problems | 將文獻連結至特定的研究問題的能力較弱Demonstrates lower ability to relate the academic literature to the specific research problems | 將此文獻連結至特定的研究問題的能力一般Demonstrates general ability to relate the literature to the specific research problems | 將此學術文獻連結至特定的研究問題的能力優異Demonstrates excellent ability to relate the academic literature to the specific research problems |  |
| 1. 搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)

Gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning) | 搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力較弱Demonstrates lower ability to gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning) | 搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力適中Demonstrates adequate ability to gather information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning) | 搜集各種知能並瞭解資訊(包括口頭與書面表達、反思、觀察、體驗、推理)的能力優異Demonstrates excellent ability to gather and understand information from various senses (including oral and/or written expressions, reflection, observation, experience, and reasoning). |  |
| 1. 能夠評估潛在解決方案，並選擇最適方案Be able to evaluate potential solutions and choose the optimized solution
 | 評估潛在解決方案並選擇最適方案的能力較弱Demonstrates lower ability to evaluate potential solutions and choose the optimized solution | 評估潛在解決方案並選擇最適方案的能力一般Demonstrates general ability to evaluate potential solutions and choose the optimized solution | 評估潛在解決方案並選擇最適方案的能力優異Demonstrates excellent ability to evaluate potential solutions and choose the optimized solution |  |
| 1. 對於問題之發現，能夠分析並提出其觀點

Analyze and advance opinions about the problem findings | 對於問題發現、分析並提出其觀點的能力較弱Demonstrates lower ability to analyze and advance opinions about the problem findings | 對於問題發現、分析並提出其觀點的能力一般Demonstrates general ability to analyze and advance opinions about the problem findings | 對於問題發現、分析並提出其觀點的能力優異Demonstrates excellent ability to analyze and advance opinions about the problem findings |  |
| 1. 能夠透過團隊合作來解決問題

Be able to solve problems through team works | 透過團隊合作來解決問題的能力較弱Demonstrates lower ability to solve problems through team works | 透過團隊合作來解決問題的能力適中Demonstrates general ability to solve problems through team works | 透過團隊合作來解決問題的能力優異Demonstrates excellent ability to solve problems through team works |  |

|  |
| --- |
| College of Management, Asia University |
| Learning Goal: | 倫理觀 Ethics | Program: MBA |
| Learning Objectives: | 1. 研究生應能確認及處理進階之倫理議題，此即成為有效率之專業經理人所必須Graduates should be able to recognize and address advanced ethical issues required by effective professional executives.
2. 研究生需知曉以高度倫理及承擔責任的方式來處理一般管理及企業營運，得以增加組織價值Graduate students need to be aware of how highly ethical and personally responsible conduct in general management and enterprise operations adds value to the organization
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Needs Improvement\_\_1** | **Acceptable \_2** | **Superior \_3** |
| 1. 企業倫理與企業社會責任重要性之認知

Awareness of the importance of business ethics and corporate social responsibility | 對於企業倫理與企業社會責任的重要性有淺略表面的認知Has superficial awareness to the importance of business ethics and corporate social responsibility. | 對於企業倫理與企業社會責任的重要性有一般性的認知Has general awareness to the importance of business ethics and corporate social responsibility | 對於企業倫理與企業社會責任的重要性有強烈的認知Hasstrong awareness to the importance of business ethics and corporate social responsibility |  |
| 1. 察覺企業倫理議題之能力

Ability to perceive business ethics issue | 察覺企業倫理議題的能力較弱Has lower ability to perceive business ethics issue. | 察覺企業倫理議題的能力一般Has general ability to perceive business ethics issue. | 察覺企業倫理議題的能力優異Has excellent ability to perceive business ethics issue. |  |
| 1. 商業情境中道德兩難判斷之能力

Ability to assess ethical dilemmas in business contexts | 判斷商業情境中道德兩難的能力較弱Has lower ability to assess ethical dilemmas in business contexts | 判斷商業情境中道德兩難的能力一般Has general ability to assess ethical dilemmas in business contexts properly | 判斷商業情境中道德兩難的能力優異Has excellent ability to perceive ethical dilemmas in business context |  |
| 1. 了解不道德行為之衝擊與後果

Understanding of impacts and consequences of unethical behavior | 對於不道德行為之衝擊與後果有些微的瞭解Has a little understanding of impacts and consequences of unethical behavior | 對於不道德行為之衝擊與後果有一般性的瞭解Has a general understandingof impacts and consequences of unethical behavior in some extend | 對於不道德行為之衝擊與後果有充分的瞭解Has a full understanding of impacts and consequences of unethical behavior |  |
| 1. 意識研究主題相關的倫理議題

Aware of ethical issues related to the research topic  | 對所研究的主題，能表面意識到相關的倫理議題Has superficial awareness to ethical issues related to the research topic | 對所研究的主題，能清楚意識到並能適切指出相關的倫理議題 Has clear awareness to ethical issues related to research topic and properly point them out.  | 對所研究的主題，能全盤瞭解並能詳細明確的闡述相關的倫理議題Has a comprehensive understanding of ethical issues related to the topic, and identify and explain them precisely. |  |
| 1. 進行研究時能展現合乎道德與負責任的行為

Demonstration of ethical and responsible behavior when conducting research | 進行研究時，偶而能展現一些基本的道德與負責任的行為Demonstrates basic ethical and responsible behavior occasionally when conducting research. | 進行研究時，經常能展現合乎道德與負責任的行為Demonstrates standard ethical and responsible behavior frequently when conducting research. | 進行研究時，總是能展現合乎標準的道德與負責任的行為Demonstrates standard ethical and responsible behavior all the time when conducting research. |  |

| College of Management, Asia University |
| --- |
| Learning Goal: | 國際觀　Global Perspective | Program: MBA |
| Learning Objectives: | 1. 研究生應能察覺全球化之議題，並知曉跨文化議題及國際化之重要，以及其對於一般管理及企業營運之效率的潛在影響Graduate students must be capable of perceiving global issues and be aware of intercultural issues and international concerns, as well as the potential influences of globalization on general management and business operations.
2. 研究生應能察知管理決策之全球化意涵，並總是能將其納入制定決策時之考量To be able to not only appreciate the global implications of management decisions but must always consider them in making decisions.
 |
| 學習成果 Dimensions(Learning Outcomes)  | 評量標準 Criteria & Standards | 評分 Score |
| **Needs Improvement\_1** | **Acceptable \_2** | **Superior\_3** |
| 1. 察覺全球化議題之能力(例如全球化重要性或全球經營環境)

Ability of perceiving global issues | 對於全球化議題之察覺能力尚待加強Ability of perceiving global issues needs improvement | 對於全球化議題之察覺能力表現尚可，但具備主動學習精神Ability of perceiving global issues is fair but willing to learn | 對於全球化議題之察覺能力表現傑出，且具備主動學習精神Ability of perceiving global issues is excellent and willing to learn |  |
| 1. 全球性的產業發展趨勢的瞭解

Understanding global trends of industry development | 對於全球性的產業發展趨勢的瞭解能力尚待加強Understanding of global trends of industry development needs improvement | 對於全球性的產業發展趨勢的瞭解能力表現尚可，但具備主動學習精神Understanding of global trends of industry development is fair but willing to learn | 對於全球性的產業發展趨勢的瞭解能力表現傑出，且具備主動學習精神Understanding of global trends of industry developmentis excellent and willing to learn |  |
| 1. 跨文化議題及國際化重要性之分析能力(例如全球文化價值觀或消費者態度)

Ability to analyze intercultural issues and international concerns | 對於跨文化議題及國際化重要性之分析能力尚待加強Ability to analyze intercultural issues and international concerns needs improvement | 對於跨文化議題及國際化重要性之分析能力表現尚可，但具備主動學習精神Ability to analyze intercultural issues and international concerns is fair but willing to learn | 對於跨文化議題及國際化重要性之分析能力表現傑出，且具備主動學習精神Ability to analyze intercultural issues and international concerns is excellent and willing to learn |  |
| 1. 制定管理決策時需具備全球化思維

Global implications of management decisions | 對於制定管理決策時需具備全球化思維能力尚待加強Ability of global implications of management decisions needs improvement | 對於制定管理決策時需具備全球化思維能力表現尚可，但具備主動學習精神Ability of global implications of management decisions is fair but willing to learn | 對於制定管理決策時需具備全球化思維能力表現傑出，且具備主動學習精神Ability of global implications of management decisions is excellent and willing to learn |  |
| 1. 全球化對於一般管理影響之理解(例如規畫、組織、用人、領導或控制)

Understanding of influences of globalization on general management | 對於全球化對於一般管理影響之理解能力尚待加強Understanding of influences of globalization on general management needs improvement | 對於全球化對於一般管理影響之理解能力表現尚可，但具備主動學習精神Understanding of influences of globalization on general management is fair but willing to learn | 對於全球化對於一般管理影響之理解能力表現傑出，且具備主動學習精神Understanding of influences of globalization on general management is excellent and willing to learn |  |
| 1. 全球企業營運效率之理解(例如產、銷、人、研或財)

Understanding of effectiveness of global business operations | 對於全球企業營運效率之理解能力尚待加強Understanding of effectiveness of global business operations needs improvement | 對於全球企業營運效率之理解能力表現尚可，但具備主動學習精神Understanding of effectiveness of global business operations is fair but willing to learn | 對於全球企業營運效率之理解能力表現傑出，且具備主動學習精神Understanding of effectiveness of global business operations is excellent and willing to learn |  |