

# 110 學年度 Competency Goals 與 Competency Outcomes 對照表

110.05.25 管院 109-04 課程委員會會議討論

## 管院CG/CO對照表

Program	Competency Goal	Competency Outcomes
<b>Undergraduate Program (BBA &amp; EBBA)</b>	CG 1. Our graduates will demonstrate problem solving skills, supported by appropriate analytical and quantitative techniques 分析及解決問題的能力 (303)	<ul style="list-style-type: none"> <li>● Graduates will use appropriate analytical techniques to identify a business problem, generate and compare alternatives, and develop a solution.</li> <li>● Graduates will apply basic quantitative techniques, using appropriate software tools, to solve a variety of business problems.</li> </ul>
	CG 2. Our graduates will be effective communicators. 良好溝通協調能力 (301)	<ul style="list-style-type: none"> <li>● Our graduates will deliver a professional quality presentation accompanied by appropriate technology.</li> <li>● Our graduates will demonstrate effective interpersonal communication skills in a team setting.</li> <li>● Graduates will prepared and deliver a professional quality presentation on a management topic and demonstrate effective written communication skills.</li> </ul>
	CG 3. Our graduates will understand the importance of behaving ethically in their professional lives. 倫理道德觀念及操守 (304)	<ul style="list-style-type: none"> <li>● Our graduates will identify the activities/issues in their chosen profession that may present ethical challenges, and will articulate the consequences associated with unethical behavior.</li> <li>● Our graduates will identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.</li> <li>● Awareness of ethical considerations when dealing with issues in business and management.</li> </ul>
	CG 4. Our graduates will demonstrate basic all-around knowledge in business administration, finance, international business, or accounting. 管理領域之專業能力 (302)	<ul style="list-style-type: none"> <li>● Graduates will demonstrate theories related to their disciplines and generate an acceptable solutions to problems related to their disciplines.</li> <li>● Graduates are be able to apply classroom theory and/or knowledge to generate creative value in the real-world settings.</li> </ul>

Program	Competency Goal	Competency Outcomes
<b>MBA Program (MBA)</b>	CG1. Our graduates will demonstrate complex problem solving skills, supported by analytical techniques beyond those taught to BBA students. 具備進階分析及解決問題的能力 (608)	<ul style="list-style-type: none"> <li>● In a case setting, graduates will use appropriate analytical techniques to identify a business problem, generate and compare alternatives, and develop a solution.</li> <li>● The graduates will use appropriate literature, theory and tools to identify problems and generate viable solutions.</li> </ul>
	CG2. Our graduates will be effective communicators & coordinators. 具備良好溝通及協調能力 (609)	<ul style="list-style-type: none"> <li>● Graduates will be able to produce and deliver articulate oral presentation.</li> <li>● Graduates will demonstrate a high proficiency of written communication in a business context.</li> <li>● Graduates will demonstrate a high proficiency of oral communication in a business context.</li> </ul>
	CG3. Our graduates will be exposed to ethical aspects of each business subject, and will understand the importance of behaving ethically in their professional lives. 具備倫理道德觀念和操守 (610)	<ul style="list-style-type: none"> <li>● Recognized, understand and respond appropriately to regulatory, ethical and sustainability issues.</li> <li>● Our graduates will identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.</li> </ul>
	CG4. Our graduates will demonstrate more advanced knowledge in business administration, and a knowledge of strategic planning, alignment, and implementation. 具備專業管理領域之專業能力以及策略相關知識。 (611)	<ul style="list-style-type: none"> <li>● The graduates will be able to demonstrate an understanding of theory and practice in relation to organizations, their management and the environment in which they operate.</li> <li>● Critically analyze and question knowledge claims in the specialized area.</li> </ul>
	CG5. Our graduates will possess the capability to integrate disciplinary foundations of business and management. 具備跨專業領域之整合能力 (659)	<ul style="list-style-type: none"> <li>● Graduates will be able to demonstrate the ability to think holistically and across functional boundaries.</li> <li>● Graduates will integrate knowledge across disciplines to develop solutions to complex managerial issues.</li> </ul>

Program	Competency Goal	Competency Outcomes
<b>MS Program (MS)</b>	CG 1. Our graduates will demonstrate complex problem solving skills, supported by advanced analytical and quantitative techniques.使學生具備問題解決和邏輯分析能力（含決策制定與數量分析）(370)	<ul style="list-style-type: none"> <li>● In a case setting, graduates will use appropriate analytical techniques to identify a business problem, generate and compare alternatives, and develop a solution.</li> <li>● The graduates will use appropriate literature, theory and tools to identify problems and generate viable solutions.</li> </ul>
	CG 2. Our graduates will be able to communicate competently and effectively in organization.使學生擁有良好的溝通協調能力(371)	<ul style="list-style-type: none"> <li>● Graduates will demonstrate appropriate oral presentation skills.</li> <li>● Graduates will demonstrate appropriate written skills.</li> <li>● Our graduates will demonstrate effective interpersonal communication skills in a team setting.</li> </ul>
	CG 3. Our graduates will understand the importance of behaving ethically in their professional lives, and show familiarity with the ethical dilemmas arising in their area of professional specialty.培養學生職場應有的專業倫理道德觀念和操守(372)	<ul style="list-style-type: none"> <li>● Recognized, understand and respond appropriately to regulatory, ethical and sustainability issues.</li> <li>● Our graduates will identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.</li> </ul>
	CG 4. Our graduates will be able to identify real life finance or accounting issues and explain the related observations or phenomena based on financial or accounting theoretical concepts.使學生具備辨識並解釋財務或會計議題的能力(373)	<ul style="list-style-type: none"> <li>● Our graduates will demonstrate the ability of identifying real life finance issues and explaining the theoretical knowledge based on financial concepts.</li> <li>● Our graduates will demonstrate the ability of identifying real life accounting issues and explaining the theoretical knowledge based on accounting concepts.</li> </ul>
	CG 5. Our graduates will be able to formulate financial or accounting strategies and policies that lead to theoretically sound and practically feasible solutions to real life issues.使學生具備制訂財務或會計政策的能力(770)	<ul style="list-style-type: none"> <li>● Our graduates will demonstrate the ability to formulate financial strategies and policies that lead to theoretically sound and practically feasible solutions to real life issues.</li> <li>● Our graduates will demonstrate the ability to formulate Accounting strategies and policies that lead to theoretically sound and practically feasible solutions to real life issues.</li> </ul>

Program	Competency Goal	Competency Outcomes
EMBA Program (EMBA)	CG1. Our graduates will demonstrate integrative analysis skills for decision making, strategy formulation, and strategy implementation. 策略分析、決策與執行之整合能力(701)	<ul style="list-style-type: none"> <li>● Our graduates will deliver a professional quality presentation accompanied by appropriate technology, graduates will describe their decision making process in their presentation.</li> <li>● In a case setting, graduates will analyses the case, define the questions and produces a report to make a judgment and describe their decision making process.</li> </ul>
	CG2. Our graduates will demonstrate leadership and advanced communication skills. 領導統御及溝通協調能力(700)	<ul style="list-style-type: none"> <li>● Graduates will recognize and discuss others' leadership styles.</li> <li>● Graduates will successfully engage in leadership tasks such as delegating, need identification, project management, and goal setting.</li> <li>● Graduates will identify challenges that face leaders.</li> </ul>
	CG3. Our graduates will understand the importance and the difficulties of behaving ethically in their professional lives. 專業倫理道德觀念及操守(702)	<ul style="list-style-type: none"> <li>● Recognized, understand and respond appropriately to regulatory, ethical and sustainability issues.</li> <li>● Our graduates will identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.</li> </ul>
	CG4. Our graduates will demonstrate problem solving skills, supported by appropriate analytical techniques and interpersonal skills in the business management context. 解決與分析管理問題之技能(703)	<ul style="list-style-type: none"> <li>● The graduates will be able to demonstrate an understanding of theory and practice in relation to organizations, their management and the environment in which they operate.</li> <li>● Critically analyze and question knowledge claims in the specialized area.</li> </ul>
	CG5. Our graduates are able to demonstrate the abilities of broader understanding in evaluating various operational process and systems in the corporate environment. 國際化營運流程與系統之管理能力(653)	<ul style="list-style-type: none"> <li>● Graduates are able to apply the investment and financial risk management concepts in solving the business issues.</li> </ul>

Program	Competency Goal	Competency Outcomes
<b>PhD Program (PhD) 學術組</b>	CG 1. Our graduates will demonstrate expert knowledge in a professional field of business management and mastery of selected analytic techniques. 具備商管領域的專業知識及分析能力(757)	<ul style="list-style-type: none"> <li>● Students will demonstrate theories related to their disciplines and generate an advanced solutions to problems related to their disciplines.</li> <li>● Students will acquire in-depth theoretical knowledge in each discipline.</li> </ul>
	CG 2. Our graduates will conduct, design and implement independent doctoral research in their professional field. 具備專業領域之獨立研究能力(758)	<ul style="list-style-type: none"> <li>● Students will identify an important research issue with originality, demonstrate theories related to their disciplines, summarize literature and apply appropriate methodology in a report.</li> <li>● Students will develop subject specific research skills.</li> </ul>
	CG 3. Our graduates will be effective communicators and be able to effectively present their research outcomes in oral defense. 具備良好溝通能力，於口試中能夠清楚且具體發表其研究成果(759)	<ul style="list-style-type: none"> <li>● Students will develop a critical and reflective approach to research.</li> <li>● Our students will deliver a professional quality presentation accompanied by appropriate technology.</li> <li>● Our students will demonstrate effective interpersonal communication skills in a team setting.</li> </ul>
	CG 4. Our graduates will understand the importance of behaving ethically in their professional lives. 瞭解專業倫理道德的重要性(760)	<ul style="list-style-type: none"> <li>● Our students will know the professional code of conduct within their discipline.</li> <li>● Our students will demonstrate responsible working practices for research.</li> </ul>
	CG 5. Our graduates will demonstrate that they are critical and reflective thinkers familiar with the principles of research methods. 了解研究方法之精髓，並具備解決問題與分析之思辨能力(761)	<ul style="list-style-type: none"> <li>● Students will develop a critical and reflective approach to research.</li> </ul>

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<b>PhD Program</b> <b>(DBA)</b> <b>產業組</b>	CG 1. Our graduates will demonstrate integrative analysis skills for strategic thinking and business diagnosis. 具備策略思考與企業診斷之整合分析能力	<ul style="list-style-type: none"> <li>● Students will demonstrate theories related to their disciplines and generate an advanced solutions to problems related to their disciplines.</li> <li>● Students will acquire in-depth theoretical knowledge in each discipline.</li> </ul>
	CG 2. Our graduates will conduct, design and implement independent doctoral research in their professional field. 具備專業領域之獨立研究能力	<ul style="list-style-type: none"> <li>● Students will identify an important research issue with originality, demonstrate theories related to their disciplines, summarize literature and apply appropriate methodology in a report.</li> <li>● Students will develop subject specific research skills.</li> </ul>
	CG 3. Our graduates will demonstrate management insights and effective communication skills. 能夠提出管理洞見並有效溝通	<ul style="list-style-type: none"> <li>● Students will develop a critical and reflective approach to research.</li> <li>● Our students will deliver a professional quality presentation accompanied by appropriate technology.</li> <li>● Our students will demonstrate effective interpersonal communication skills in a team setting.</li> </ul>
	CG 4. Our graduates will understand the importance of professional ethics and personal integrity. 瞭解專業倫理道德觀念及操守	<ul style="list-style-type: none"> <li>● Our students will know the professional code of conduct within their discipline.</li> <li>● Our students will demonstrate responsible working practices for research.</li> </ul>