Department of Industrial and Information Management

R358500 Organization Development (組織發展)
Spring 2012

The mission of the Department of Industrial and Information Management is to Cultivate quality professionals with enthusiasm and global perspectives.

General Program Learning Goals (goals covered by this course are indicated):

<table>
<thead>
<tr>
<th>#</th>
<th>Goal</th>
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<tbody>
<tr>
<td>1</td>
<td>Graduates should be able to communicate effectively verbally and in writing.</td>
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<tr>
<td>2</td>
<td>Graduates should solve strategic problems with a creative and innovative approach.</td>
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<tr>
<td>3</td>
<td>Graduates should demonstrate leadership skills demanded of a person in authority.</td>
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<td>4</td>
<td>Graduates should possess a global economic and management perspective.</td>
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<tr>
<td>5</td>
<td>Graduates should possess the necessary skills and values demanded of a true professional.</td>
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Instructor:
Shih-Yu Cheng
53128
chen0520@mail.ncku.edu.tw

Course Description:
This course will focus on diagnosis, theories, and interventions of organization development (OD) and change. It emphasizes the OD process, OD diagnosis and analysis, OD definition, and OD theories and interventions.

Course Learning Goals:
Upon completing this course, students will be able to:
1. Understand methods for diagnosing OD problems;
2. Solve the OD problems by applying OD intervention theories;
3. Identify research topics based on the OD theories learned in the class;
4. Analyze assigned OD cases individually and in group, and present the analyzed results and interventions in class.

Content Summary:
1st ~ 2nd week — Overview of Organization Development
3rd ~ 5th week — The Process of Organization Development
6th week — Technostructural Interventions
7th week — Mid-Term Exam 1
8th ~ 10th week — Individual Presentation
11th week — Human Process Interventions
12th week — Human Resource Management Interventions
13th week — Strategic Change Interventions
14th week — Special Applications of Organization Development
15th week — Mid-Term Exam 2
16th ~ 18th week — Individual Presentation

Prerequisite:
None
Textbooks:
2. 跨文化管理，陳曉萍著，2010，華泰文化出版
3. 矽龍：台灣半導體產業的傳奇，鄭伯壎、蔡舒恆等著，2007，華泰文化出版
4. 捷安特傳奇，林靜宜著，2008，天下文化出版
5. 郭台銘的鴻海帝國，張戍誼、張殿文、盧智芳等著，2006，天下文化出版
6. 台塑打造石化王國，劉震濤、黃德海等著，2008，天下文化出版
7. 再造宏碁，施振榮著，林文玲採訪整理，2004，天下文化出版
8. 宏碁的世紀變革，施振榮著，張玉文採訪整理，2004，天下文化出版
9. 全球品牌大戰略，施振榮著，蕭富元採訪整理，2005，天下文化出版

References:
1. Journal of Organizational Behavior
2. Journal of Organizational Behavior Management
3. Journal of Organizational Change Management
4. Organizational Behavior and Human Decision Processes
5. Organizational Dynamics
6. Organization Science
7. Organization Studies
8. Organization

Course Requirement:
1. Class rules will be strictly enforced, turn off your pagers, cellular phones, and electronic devices.
2. Students should read the scheduled textbook content before class.
3. No make-up Exam.
4. No homework and paper will be accepted after due date.

Grading Policy:

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<thead>
<tr>
<th></th>
<th>Participation &amp; Contribution (20%)</th>
<th>Mid-term Exams (20%)</th>
<th>Presentations (30%)</th>
<th>Research Papers (30%)</th>
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<tbody>
<tr>
<td>COMMU</td>
<td>☑ Oral Commu./ Presentation 70%</td>
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<td>☑ Written Communication 10%</td>
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<td>CPSI</td>
<td>☑ Creativity and Innovation 10%</td>
<td>10%</td>
<td>15%</td>
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<td></td>
<td>☑ Problem Solving 10%</td>
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<td></td>
<td>☑ Analytical Skills 30%</td>
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<td>LEAD</td>
<td>☑ Leadership &amp; Ethic 10%</td>
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<td>10%</td>
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<td></td>
<td>☑ Social responsibility 10%</td>
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<td>5%</td>
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<tr>
<td>GLOB</td>
<td>☑ Global Awareness 10%</td>
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<tr>
<td>VSP</td>
<td>☑ Values, Skills &amp; Profess. 10%</td>
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<td></td>
<td>☑ Information Technology 20%</td>
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<td>5%</td>
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<td>☐ Management Skills 20%</td>
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