1. **This mission of the College** is to serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.

2. **The strategic objective of Department of Industrial and Information Management-Graduate Program** is to **Cultivate** industrial and information management professionals who possess **TIP** (Technological knowledge, Innovative foundation, and Perceptive learning).

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

- Graduate students should be able to appreciate business research and to present research findings/results effectively in speaking and in writing.
- Graduate students should be to integrate different functional areas in solving business problems.
- Graduate students should be able to analyze business situations and to recommend innovative resolutions.
- Graduate students should be able to demonstrate leadership skills of a business manager.
- Graduate students should be able to identify ethical dilemmas and to determine necessary courses of action.
- Graduate students should possess a global economic perspective and a vision of the global business environment.
- Graduate students should be able to coordinate actions and solve problems jointly with other members of a professional team.

**Instructor:**  
Shih-Yu Cheng  
53128  
chen0520@mail.ncku.edu.tw

**Prerequisite:**  
None

**Course Description:**  
This course focuses on the individual/group behavioral theories in organizations. Behavioral theories taught in this class are derived from the research field of psychology, sociology, and anthropology and have the potential to be applied in the organizational management. In addition to OB theories derived from the western perspective, issues regarding Chinese organizational behavior and OB studies in Taiwan will be discussed in the class.

**Course Objectives:**  
Upon completing this course, students will be able to:
1. Identify specific theories in organizational behavior from different perspectives;
2. Create a new theory in organizational behavior as a team;
3. Present the new theory in the class, and further apply the behavioral theories in organizations.

**Course Content:**  
**Introduction**  
Ch. 1 (1st week)  
**The Individual**  
Ch. 2 (2nd week)
Ch. 3 ~ 4 (3rd week)
Ch. 5 ~ 6 (4th week)
Ch. 7 (5th week)
Ch. 8 (6th week)

**Individual Presentation (7th ~ 9th week)**

**The Group**
Ch. 9 ~ 11 (10th week)
Ch. 12 (11th week)
Ch. 13 ~ 14 (12th week)
Ch. 15 (13th week)

**The Organization System**
Ch. 16 (14th week)
Ch. 17 ~ 18 (15th week)

**Group Presentation (16th ~ 18th week)**

Textbooks:
2. 組織行為研究在台灣：回顧與展望 二版，鄭伯勳、姜定宇、鄭弘岳著，2007，台北：華泰文化
3. 華人組織行為：議題、作法及出版，鄭伯壎、姜定宇著，2006，台北：華泰文化

References:
1. Journal of Organizational Behavior
2. Journal of Organizational Behavior Management
3. Organizational Behavior and Human Decision Processes

**Grading Policy:**

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<tr>
<th></th>
<th>Participation &amp; Contribution (30%)</th>
<th>Presentations (50%)</th>
<th>Research Papers (20%)</th>
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<td>COMMU</td>
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