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 / Institute of Information Management is to Cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).

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

<table>
<thead>
<tr>
<th>V</th>
<th>Goal</th>
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<tbody>
<tr>
<td>1</td>
<td>Graduate students should be able to appreciate business research and to present research findings/results effectively in speaking and in writing.</td>
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<td>2</td>
<td>Graduate students should be to integrate different functional areas in solving business problems.</td>
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<tr>
<td>3</td>
<td>Graduate students should be able analyze business situations and to recommend innovative resolutions.</td>
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<tr>
<td>4</td>
<td>Graduate students should be able to demonstrate leadership skills of a business manager.</td>
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<tr>
<td>5</td>
<td>Graduate students should possess a global economic perspective and a vision of the global business environment.</td>
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<tr>
<td>6</td>
<td>Graduate students should be able to coordinate actions and solve problems jointly with other members of a professional team.</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
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 Studies

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: