

朝陽科技大學 097學年度第1學期教學大綱
Management Psychology 管理心理學

當期課號	2518	Course Number	2518
授課教師	洪瑞英	Instructor	HUNG,JUI YING
中文課名	管理心理學	Course Name	Management Psychology
開課單位	老人服務事業管理系(四日)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	「管理心理學」重點置於如何協助管理者能有效的其負責的部門或群體進行管理，課程內容包含有：管理心理學的基本理論、個體心理與管理、個體激勵、挫折衝突、群體心理、領導心理及組織心理等，並有助於找出及降低管理過程上的障礙。學生將可以學習到如何在職場上研究、選擇及應用獨特與有效的管理策略、技巧。	Objectives	This course will focus on assist in manager to manage his/her department or group. The content areas of Managerial Psychology will include individual drive, group psychology, leadership psychology and organizational psychology. Other discussion will focus on ways to identify and minimize barriers within managerial processes. The students will investigate, select, and utilize unique and effective strategies and skills of management.
教材	管理心理學-實務與應用,劉亦欣編著,新文京書局(2007). 談判-原理與實務,張國忠,前程企業管理有限公司(2005). 情緒管理(第二版),蔡秀玲,楊智馨著,揚智文化(2007).	Teaching Materials	Managerial psychology-practice and application(2007),Liu, Y-S. Negotiation principles and Practices(2005),Chang, K-J. Emotiona Management(2007),Tsai, C-L,& J-C, Yuan.
成績評量方式	課堂表現 40% 分組報告 20% 期中考 20% 期末考 20%	Grading	Class performance 40% Group report 20% Mid-term test 20% Final test 20%
教師網頁	-		
教學內容	管理是一種充分展現與人互動的概念,更是一種隨著物換星移,時空汰換的學問,是故,"人"這種關乎心理層面的軟體進行研究,並無所謂放諸四海皆準的單一最佳解,因此,如何使個人於組織中展現最佳魅力?如何使廣告放映進而吸引消費者產生購買慾望?如何在機構服務時,能輕易與服務對象產生交集與話題?本課程希冀透過諸多與管理心理學相關的議題與實務探討,期盼學生能善於利用"心理學"之概念與工具與服務對象溝通.	Syllabus	Management course insist on the relationship between each other, and follow the changing with the passing of years. So there are no any optimal solition exist in the knowledge. Nonetheless, how to spread out appealing in organization?How to attract consumer to bring buying desire through advertismen?How to occur simultaneously with your service object in your organization?Those all the real phenomenon happen in our living society. This course expect all the lacture student utilize the psychology concept and tool to communicate with others.

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