

朝陽科技大學 097學年度第2學期教學大綱
Business Psychology 工商心理學導論

當期課號	3027	Course Number	3027
授課教師	李柏英	Instructor	LEE,PO YING
中文課名	工商心理學導論	Course Name	Business Psychology
開課單位	財務金融系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	工商心理學旨在運用心理學的理論與方法，來探討個人及團體組織在從事工商活動時的心理現象與行為反應，以促進個人在工作世界中的適應與成長，並提昇組織的效能與發展。本導論性的課程將介紹個人、社會及文化等因素對工作行為、人際溝通、組織行為、消費行為及銷售行為的影響、所衍生的問題及其改善之道。	Objectives	The purpose of business psychology is to understand the psychology and behavior responses of individuals and organizations when they are involved in the business activities, and furthermore to enhance the development of both individuals and organizations. The topics about work behavior, interpersonal communication, organizational behavior, consumer behavior will be addressed from individual, social and cultural aspects in this course.
教材	林財丁(民93)。管理與商業心理學。台中：滄海書局。	Teaching Materials	
成績評量方式	課堂參與50% 期中考25% 期末考25%	Grading	class performance 50% mid-term exam 20% final exam 30%
教師網頁	http://www.cyut.edu.tw/~pylee		
教學內容	教學目標:1.透過課堂講授及演練，培養學員在工作世界中適應與成長的能力。2.奠定日後學習相關進階課程（如，企業管理、組織行為、人力資源管理、消費者心理學）的基礎。 主要內容:1.學習歷程 2.個別差異 3.人際關係 4.創造力 5.社會知覺 6.動機與情緒 7.態度的形成與改變 8.人際溝通 9.壓力管理 10.團體動力	Syllabus	The purpose of business psychology is to understand the psychology and behavior responses of individuals and organizations when they are involved in the business activities, and furthermore to enhance the development of both individuals and organizations. The topics about work behavior, interpersonal communication, organizational behavior, consumer behavior will be addressed from individual, social and cultural aspects in this course.

尊重智慧財產權，請勿非法影印。