

國立清華大學科技管理學院 MBA
組織行為 Organizational Behavior
2025 課程大綱

課程時間：星期六下午 1:00~4:00

上課地點：台積館 9F

授課教師：胡美智 mchu@mx.nthu.edu.tw

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助教：[翁高文 dreamadam2@kimo.com](mailto:dreamadam2@kimo.com)

教學目標：

Organizational behavior refers to the systematic study of the attitudes and behaviors of individuals and groups in organizational settings. The purpose is to assist managers in predicting, explaining and shaping the behavior of people in organizations. The course aims to establish a conceptual understanding of the dynamics of individual and group behavior in organizations, to examine the ways in which different forms of organizational structure and leadership influence that behavior, and to analyze the ability of organizations to respond to external change and to manage their own internal change processes.

On completion of this course, students should be able to:

1. Demonstrate an understanding of how characteristics of the individual (eg. personality, motivation), the group (e.g. decision-making processes, leadership styles), the organization (e.g. organizational structure, organizational culture) and the broader environment (e.g. national culture) can influence the attitudes and actions of employees.
2. Use the above knowledge to examine an individual's behavior to expose their underlying work psychology and convince someone that you have developed a rational and cogent argument for action.
3. Identify, examine and critically evaluate literature to improve managerial performance.
4. Develop the skills needed to gather relevant information, analyze complex situations/issues and develop well-informed interventions.

教學方式：講授、問題討論、分組活動、個案分析、專題演講、影片片段欣賞與討論。

成績評量：

- 個人課堂出席 20%
 - 個人課堂討論與發言 30%
 - 組別作業(8 人一組) 20%
 - 組別期末報告 (8 人一組) 30%
1. 自訂一主題與場域情景(如:公司組織內外部常發生之情境等等)
 2. 設定報告主題欲傳達目標與目的(如: 員工激勵與組織文化 or 跨部門/跨團隊組織衝突 or 組織競爭、績效考核、組織轉型等等)
 3. 主題發生過程與解決方案
 4. 可以有不一樣的做法嗎? 為什麼(不)可以?
 5. 報告方式可以「書面報告」、「投影片報告」, or「拍攝解說影片」or「其他創意方式」。

參考教材：

1. 黃家齊、李雅婷、趙慕芬（譯）（2021）。[組織行為學](#)（原作者：P. S. Robbins, & A. T. Judge, 第十七版）。華泰文化。ISBN：9789869475761
2. 戚樹誠（2024）。[組織行為：台灣經驗與全球視野](#)（第二版）。雙葉書廊 ISBN：9789865668549
3. 課堂補充文章與個案（詳見閱讀清單）

課程內容

Week	Date	Topic	Presentation
邱議德老師			
3	9/20	AI 時代下重探組織行為、績效與體驗 The AI Revolution & the Organization: Rethinking OB, Performance, and Employee Experience	Case: TBA
4	9/27	人機共舞：如何設計激勵人心且「有感」的工作？ Human Agency in the AI Era: Designing Work for Motivation, Commitment & Autonomy	Case: TBA
5	10/4	數位時代的信任、公平與組織倫理 Navigating Trust, Justice, and Ethics in the AI Age	Case: TBA
胡美智老師			
7	10/18	威權與領導風格 Authoritarian & Leadership	Case: 史丹福監獄實驗 The Stanford Prison Experiment
8	10/25	組織創新與知識產權 Intellectual value utilization and strategy	Case: 台灣科技業最大懸案：家登
9	11/1	組織創業機會辨識與警覺力 Entrepreneurship	Case: 元健大和的數位轉型之路：雲端創新服務系統
10	11/8	轉型為何會失敗? Managing change vs. transformation	Case: 誰說大象不會跳舞—翩翩起舞的百年酒廠

11	11/15	外部專家演講: 李柏毅教授	題目: 平台工作的組織 正義與勞動尊嚴
邱議德老師			
13	11/29	虛擬共創: 打造高凝聚力、高效率的數位團隊 Digital Team Synergy: Leveraging Connection, Intelligence (CQ & AI), and Diversity	Case: TBA
14	12/6	組織文化與韌性 (Organizational Culture & Resilience) (Option: 外部專家演講 - TBD)	TBD