文藻外語大學 114學年度第2學期 教學綱要
Wenzao Ursuline University of Languages
Syllabus for the 2nd Semester of the 2025 Academic Year

「遵守智慧財產權觀念、不非法影印」
Please comply with intellectual property laws.
Do not make illegal copies of copy - righted materials.

壹、課程基本資料

課程名稱 Course Title	商管專業服務學習：醫療服務行銷與管理(一) INTEGRATED SERVICE-LEARNING IN BUSINESS ADMINISTRATION: HEALTH CARE MARKETING AND MANAGEMENT (I)			
課程類別(學制) School System	日間部四技 Four-Year College of Day Division			
開課單位 Academic Unit	國際企業管理系			
授課教師 Instructor	廖俊芳, 張純華		職稱 Academic Rank	副教授, 講師
師生互動 Data of Instructor	辦公室 Office	Z410	辦公室電話 Office Phone Number	#6221
	電子信箱 E-mail	sa0006@mail.wzu.edu.tw 98074@mail.wzu.edu.tw，		
	約談時間 Office Hours	Friday (10-15,by appointment)		
學分 Credits	1學分	選課別 Category	[ ]必修 Required Course [∨]選修 Elective Course	
開課類別 Course Length	[ ]學年課 Year-long course(2 semesters) [∨]學期課 semester course(1 semester)		開課年級Year Taught: 3年級 授課班級Class Taught: 日四技共同三	
課程內容概要 Course Content Synopsis	■課程內容概要: 本融入式服務學習課程運用服務學習六大步驟（調查、準備、執行、反思、成果慶賀及延續)與合作社區群策群力互惠多贏。期盼學生以學習的心態來從事服務活動，藉由服務經驗，透過討論、思考反省等活動，促使學生強化教室內之專業知能課程學習，並期盼增進學習效能及提昇個人能力及公民能力，其中反思和互惠是本服務學習課程的核心關鍵。課程主要內容包括： 1.行銷的基本概念；醫療行銷的特質；市場區隔;服務學習概論等主題。 2.「領導力溝通力」服務學習技能培訓。 3.服務學習實做:學生將進行一個與行銷專業知能相關的社區服務計劃，並且完成社區服務方案，並針對學習經驗，呈現口頭及書面報告，展現出他們如何應用行銷專業知識於服務中，並加以反省。 The course content includes: 1. Introduction to marketing: characteristics of health care marketing, market segmentation, and general introduction to service- learning; 2. Service-learning training of leadership and communication 3. Practical service-learning tasks: guiding students to apply their professional marketing knowledge to the community service projects ; students are also required to give oral and written reports to present their accomplishments and reflections. ■主要授課語言: 國語(Mandarin)			
課程學習目標 Course Learning Goals	1、 協助學生建構知識內化，提昇專業行銷知能及應用。 2、 瞭解醫療行銷與一般營利導向的行銷管理之間的差異，進而能運用行銷管理的概念於醫療與公共衛生服務領域。 3、 期望能從行銷管理的角度，瞭解社會大眾、病患及家屬對醫療服務的需求，增進學生對促進醫療、公共衛生服務方面的知識與能力。 4、 培養提昇學生的協商、溝通、計畫與組織、自信與同理心等方面的表現。 5、 增進團隊合作與培育領導力。 6、學習如何服務及影響社區、積極參與社區貢獻，履行公民責任。 1.To internalize, develop and apply professional marketing knowledge 2.To distinguish the differences between health care marketing and general profit-oriented marketing, and apply marketing strategies to medical services and the public health care sector			

	3.To understand the needs of the public, patients and their family, and hence increase students' understanding and competence in medical services and public health care 4.To develop negotiation, communication, planning and organization skills, confidence and empathy 5.To enhance students' team work skills and leadership 6.To learn to actively participate in and contribute to the community, and to fulfill their civic responsibilities

系培育目標與核心能力以及學習目標Development Goals, Skill Indicator, & Learning Objectives

系培育目標 Development Goal	核心能力指標編碼 Skill Indicator Code	核心能力 Skill Indicator	學習目標 Learning Objective
具有國際企業管理專業知能	1-3-3	具備分析商業環境之知能	
具備商務系統性思考能力	3-3-1	善用與整合各種管理技巧及其運用之知能	
具有溝通與解決問題的能力	4-3-1	擁有溝通與解決問題之初步知能	
其他(Others)			

學生先備知能 Prerequisite Knowledge Skills	基礎文書處理
教學學理基礎 Theoretical Foundation of Instruction	學習者透過具體的經驗進行觀察和反思，再將學習心得內化成抽象概念，應用到下一次的實作經驗中。 Learners observe and reflect on specific experiences, and then internalize the learning experience into abstract concepts and apply them to the next practical experience. 1.做中學;2.服務學習;3.合作學習 1.Learning by Doing;2.Service-Learning;3.Cooperative Learning

授課資訊
Instructional Information

■**課程類型**(Top Down)
微型課程Micro course 跨領域課程Cross-disciplinary 專業服務學習課程Professional services learning course 計畫案課程(請填計畫案名稱)Project course (Project name)文藻螺絲釘・鏈結世界心－科技送暖、永續傳情計畫」USR 大學社會責任計畫
■**教學平台**
尚未輸入
■**主要教學策略**
講授Lecture 實作Hands-on 體驗Experience 自主學習Learning autonomy 協同教學Collaborative teaching 分組討論Group discussion 問題導向Problem-based 影片欣賞Video appreciation

評量
Student Assessment

■**評量方式與評分比例分配** Evaluation Criteria
1. 個人出席/參與Participation (40%)：包括3次出席課程及期末慶賀發表attendance at the session on course introduction 3 times and the final celebration 2. 專業服務Professional service (40%)：包括服務及2篇反思報告(報告格式放於雲端學園) service and two reflection reports (the sample form to be downloaded from Wenzao Cloud e-learning) 3. 期末團隊反思口頭報告Final oral presentation in groups 5/21 Rehearsal (5%)+6/6 (15%) (含1分鐘影片及PPT+報告) with a one-minute video and a PPT file
■**課堂要求** Course Requirements & Policies
1.同學須隨時掌握及預覽課程公告，課程要求或安排可能因突發狀況而修正或增加。 2.請同學務必帶著精神來上課，參與討論。 3.準時上課、不可隨意飲食、上網。 4.不接受遲交作業；特殊情況須事先轉知任課老師並獲得同意。 5.不得抄襲; 抄襲作業將以零分計算或不及格。 6.修習本課程同學須至醫院或指定專案進行專業服務。 7.針對教學有任何意見，歡迎隨時向教師反應。

	1. Please note that the instructor reserves the right to add or substitute an assignment in any given week if there is a current event that is relevant to the course material. Any additions will be posted in the E-learning before that week' s session begins. 2. Be energetic and participate in class discussion actively. 3. Be punctual to the class and no food is allowed in class. 4. Late assignments will not be graded by the instructor. In the case of a medical, personal, or professional emergency, the student must contact the instructor in advance whenever possible and discuss potential approval for late assignment submission due to extreme circumstances. 5. Academic Honesty: Plagiarism or cheating of any kind will result in a zero on the assignment and may result in a failing grade for this course. 6. All students of this course have to conduct a service learning for 3 shifts (each 1 to 3 hours) in areas such as healthcare promotion, professional language service, or regular volunteering service in the community hospitals or the assigned sites. The schedule will be arranged in advance. 7. Any comments or suggestions are welcomed. 重要日期: 1. 3/05（四）18:30-21:00（Z1307）課程設計說明 2. 3/28(六）9:00-16:00義大醫院新進志工訓練（第一次選醫院志工者，必要參加） 3. 5/21（四)18:30-21:00（Q002） 團隊反思報告演練 4. 6/6（六）9:00-12:00期末反思與慶賀
教材 Learning Materials	「請學生務必使用正版教科書」Please respect copyright and use orignal textbooks. ■教科書 Textbooks
	尚未輸入
	■參考書目或網址 References or Websites
	尚未輸入
教學用軟體 Software	付費軟體Commercial software Microsoft Office
補充資料 Additional Remark	1.114-2_syllabus_微型課程教學大綱(melody)_1150212.docx（請按右鍵另存新檔）

貳、課程內容與進度(Course Content and Schedule)

週次 Week	上課日期 Date	單元名稱 Units	授課方式 Instructional Approaches	作業、報告、考試或其它 Assignments, Tests and Others	備註 Remarks
1	115/02/22 ~ 115/02/28	Holiday			
2	115/03/01 ~ 115/03/07	3/5 (18:30 -21:05) 1. 場域及團隊介紹 2. 醫院/專業服務介紹	影片分享/介紹		Z1307
3	115/03/08 ~ 115/03/14	併入registered as attendance on 3/5			
4	115/03/15 ~ 115/03/21	併入registered as attendance on 3/5			
5	115/03/22 ~ 115/03/28	3/28 (9:00-16:00)義大醫院新進志工訓練			第一次擔任醫院志工，必要參加
6	115/03/29 ~ 115/04/04	Holiday			
7	115/04/05 ~ 115/04/11	Holiday			
8	115/04/12 ~ 115/04/18	併入小螺絲釘服務 registered as volunteering service hour			

週次 Week	上課日期 Date	單元名稱 Units	授課方式 Instructional Approaches	作業、報告、考試或其它 Assignments, Tests and Others	備註 Remarks
9	115/04/19 ~ 115/04/25	併入小螺絲釘服務 registered as volunteering service hour			
10	115/04/26 ~ 115/05/02	4/30(18:30-21:05) 如何做深度反思 How to do reflection	業師 協同教學	期末總分+2	Z1307
11	115/05/03 ~ 115/05/09	併入小螺絲釘服務 registered as volunteering service hour			
12	115/05/10 ~ 115/05/16	併入小螺絲釘服務 registered as volunteering service hour			
13	115/05/17 ~ 115/05/23	5/21 (18:30-21:05) Presentation Skill 團隊反思報告演練		Rehearsal 佔5%	Q002
14	115/05/24 ~ 115/05/30	併入registered as attendance on 5/21			
15	115/05/31 ~ 115/06/06	6/6 (9:00-12:00)期末反思與慶賀	團隊反思報告(佔15%)	邀請場域夥伴來文藻分享學習成果	Q002
16	115/06/07 ~ 115/06/13	併入registered as attendance on 5/21			
17	115/06/14 ~ 115/06/20	併入registered as attendance on 6/6			
18	115/06/21 ~ 115/06/27	併入registered as attendance on 6/6			