國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：江藍龍

Instructor:CHIANG,LAN-LUNG

課程名稱：行為科學理論與管理

Course Title：Behavioral Science Theories and Management

2026/11/3

課程代號： BA5713701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	R10(MA-506) R8(MA-506) R9(MA-506)
專業核心能力： Core Professional Competencies	■解決問題 之 能力 (Problem Solving) ■管理專業 知識 (Comprehensive management knowledge)
課程網址： Course Website	
課程宗旨： Course Objectives	人們越來越認識到消費者、管理者、員工、投資者和其他人的行為方式往往違背我們對理性行為的假設。有效的企業經營者會將這些行為傾向納入考量。本課程設計為碩士班課程，將完整 探討企業管理與行銷的相關研究議題，課程規劃以閱讀新興議題及 學術文獻做主軸，引導並共同討論學習與應用相關理論 ， 並進而延伸討論各種行為傾向以及它們對管理工作的影響 People increasingly recognize that human behavior – whether from consumers, managers, employees, or investors – often deviates from traditional assumptions of rationality. Effective business leaders must account for these behavioral patterns in their decision-making. This master's-level course explores contemporary research in business management and marketing through intensive study of academic literature and emerging trends. Through guided discussions, students analyze and apply theoretical frameworks while examining behavioral tendencies and their practical implications for management.
課程大綱： Outline of Lectures	This is a doctoral-level/master-level course that deeply explores research topics in behavioral science and management. The course is structured around reading emerging issues and classic academic literature, guiding and facilitating joint discussions to learn and apply relevant theories. 這堂課為博士班學生/研究所學生設計規劃, 深入掌握行為理論的實務應用，以有效解決各行各業當前面臨的緊迫商業挑戰。 包括: - 全面理解消費者在決策過程中的選擇行為 、 - 運用行為理論建立有效的價值主張 - 優化產品與服務效益的溝通方式、打造更具說服力的價值傳遞模式 - 理解影響消費體驗的關鍵要素、善用高峰時刻 (Peak Moments)創造深刻印象 - 掌握體驗持續時間 (Duration)對記憶的影響 Develop a deep understanding of how behavioral theories can immediately help solve pressing business challenges in a variety of fields. • Engage with consumers along the decision journey armed with a deeper understanding of what the choices they're making along the way. • Discover a behavioral theories approach to framing value to better communicate the benefits of a product or experience. • Learn how key points associated with consumers' memory—like peak moments and duration—can influence their experience.

授課方式： Method of Instruction	講授 Lecture：20% 分組討論 Group discussion：20% 案例研討 Case study：30% 操做練習 Practical exercises：30% 講授 Lecture：%
教科書： Textbooks	Assigned papers/articles
參考書目： References	Assigned papers/articles
修課須知： Notice	TA & Assigned papers/articles
評量方式： Grading	Participation - In class discussion: 25% Individual Assignments: 35% Group Projects: 40%
備註說明： Notes	Assigned papers/articles