# 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：項維欣

Instructor:Hsiang, Wei-Hsi

課程名稱：設計思考暨商業應用

Course Title：Design Thinking for Business

2026/11/3

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| 課程代號： MB2704701<br>Course Code<br>學分數： 3<br>Credits | 必選修：選修/半學年<br>Required/Electve:Elective/Half Yr.<br>先修課程：<br>Prerequisites |
| 節次教室：<br>Time/Location | T2(TR-511) T3(TR-511) T4(TR-511) |
| 專業核心能力：<br>Core Professional Competencies | ■解決問題之能力(Problem Solving)<br>■管理專業知識(Comprehensive management knowledge)<br>■良好溝通表達之能力：■口說溝通能力(Oral communication skills); ■書寫溝通能力(Written Communication Skills)<br>■創新與創業能力(Innovation and Entrepreneurship)<br>■倫理意識與社會責任(Ethic & Social responsibility) |
| 課程網址：<br>Course Website | https://moodle2.ntust.edu.tw/ |
| 課程宗旨：<br>Course Objectives | 課程內容的設計與安排，主要以從商管領域的角度，協助商管專業的學生認識、了解、學習及實際體驗設計思考的概念、精神與流程，以經典個案的探討，連結方法概念在實務上的應用，並依此系統化的引導方法完成商業構想的發想、建構、測試與實踐。The course design and arrangement primarily focus on assisting students in the school of business management to understand, learn, and practically experience the concepts, spirit, and processes of design thinking. The course explores classic cases and connects theoretical concepts to practical applications. It systematically guides students in ideating, constructing, testing, and implementing business ideas using design thinking. |
| 課程大綱：<br>Outline of Lectures | 1.從商管學生的需求出發，協助學生認識、了解及運用設計思考的概念與核心精神及在商管實務領域上的應用；2.實際體驗並完成以設計思考發展商業構想的歷程，作為之後創新管理及創業管理課程銜接的準備，協助對此有興趣及企圖的學生，逐步完成品質良好的創新專案及創業事業計畫書；3.鼓勵商管領域學生，以設計思考這項工具作為和其他系院專業的共識工具及平台，將自身所學專業知識進行跨領域連結，重新認識自己及所學專業的定位、互動合作關係與價值。<br>1.Based on the needs of business students, help them understand and utilize the concepts and core principles of design thinking and its applications in business management.<br>2.Provide practical experience in developing business concepts using design thinking, preparing students for subsequent courses in innovation management and entrepreneurship. Assist interested and ambitious students in gradually completing high-quality innovation projects and entrepreneurship business plans.<br>3.Encourage students in the field of business management to use design thinking as a standard tool and platform with professionals from other departments, enabling them to integrate their specialized knowledge across disciplines. This approach helps students redefine their positions, interactive relationships, and values in their fields of study |
| | 講授 Lecture：30% |

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| 授課方式：<br>Method of Instruction | 分組討論 Group discussion：30%<br>案例研討 Case study：10%<br>操做練習 Practical exercises：30%<br>講授 Lecture：% |
| 教科書：<br>Textbooks | 賴利・萊佛、麥可・路里克、派翠克・林克，2019，設計思考全攻略：概念X流程X工具X團隊，史丹佛最受歡迎的商業設計課一次就上手，天下雜誌。<br>IDEO，Design Thinking Tool Kit<br>Designer’s Workbook for Design Thinking |
| 參考書目：<br>References | 將於第三週於課程Moodle中提供正式參考書目列表<br>The official list of course references will be provided on Moodle in Week 3. |
| 修課須知：<br>Notice | 教學型態：PBL 最適修課人數為25人為原則<br>1.We plan to invite industry experts to share their practical experiences and suggestions.<br>2.Teaching assistants (TAs) will be available to provide support.<br>3.The course will utilize Moodle, Google Classroom, Mentimeter and Zuvio as learning platforms.<br>1 預計邀請業師分享實務作法並引領討論<br>2 預計有TA協助<br>3 課程預計使用以下學習平台：Moodle, Google Classroom, Mentimeter and Zuvio as learning platforms. |
| 評量方式：<br>Grading | 1.個人作業 50%<br>1-1 個人作業 25%<br>1-2設計思考小測驗 25%<br>2.小組作業 50%<br>小組工作紀錄簿20%<br>小組學期報告口頭分享 10%<br>小組構想計畫書 20%<br>以上課綱內容將依第一週與修課夥伴進行討論後，於第三週上課定案。<br>The syllabus provided above is for course shopping reference only. The official syllabus will be finalized after explanation and discussion with enrolled students during the first week of class. |
| 備註說明：<br>Notes | 1. Students are expected to read reading material before class.<br>2. Active participation in class discussions and interactions is required.<br>3. Teaching aids （Bricks） limitation and to facilitate in-depth discussions and sharing among all group members, an ideal class size is between 25 students.<br>4 4 All enrolled students are required to attend the Week 1 classes.<br>1 課前需先詳讀每次教材內容。<br>2 課程進行時需積極參與討論與互動。<br>3 因教具數量與教師引導人力限制，及促進每位夥伴都能有深度討論及分享的機會，理想選課人數以25人為原則。<br>4 請選課同學第一週務必到課堂上課。 |