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：朱宇倩,
林筱玫

Instructor:Zhu, Yu-Qian,Hsiao-Mei Lin

課程名稱：企業AI策略與治理

Course Title：Corporate AI Strategy and Governance

2026/11/3

課程代號： MI9033701 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	S6(MA-316) S7(MA-316) S8(MA-316)
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) 良好溝通表達之能力：■口說溝通能力(Oral communication skills) ■倫理意識與社會責任(Ethic & Social responsibility)
課程網址： Course Website	
課程宗旨： Course Objectives	本課程專為需要理解、規劃並治理企業人工智慧（AI）導入的高階領導者而設計。課程將超越技術語彙，聚焦於AI的商業價值與治理挑戰。學員將學習如何辨識AI的策略性機會、制定符合公司整體目標的AI藍圖，並建立治理架構以管理風險與合規議題。 This course is designed for senior executives who need to understand, plan, and govern the implementation of artificial intelligence (AI) within their organizations. The course goes beyond technical jargon to focus on AI's business value and governance challenges. Students will learn how to identify strategic AI opportunities, develop AI roadmaps aligned with overall corporate objectives, and establish governance frameworks to manage risks and compliance issues.
課程大綱： Outline of Lectures	緒論：高階主管的行動號召 AI的商業能力與演進 生成式AI的企業應用 AI導入策略 倫理挑戰、治理與風險框架 建立AI商業案例 領導AI驅動的組織 建立與管理AI就緒團隊 衡量成功：AI的績效指標 (KPI) 法律與監管 策略遠見：下一波AI浪潮 期末專案發表與課程總結 Introduction: Executive Call to Action AI Business Capabilities and Evolution Enterprise Applications of Generative AI AI Implementation Strategy: Fine-tuning, RAG, Custom Models Ethical Challenges, Governance and Risk Framework Building AI Business Cases Leading AI-Driven Organizations Measuring Success: AI Key Performance Indicators (KPIs) Legal and Regulatory Strategic Vision: The Next Wave of AI Final Project Presentation and Course Summary
	講授 Lecture：40%

授課方式： Method of Instruction	分組討論 Group discussion：30% 案例研討 Case study：30% 操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	The teaching materials are written by the teacher.
參考書目： References	Essential GraphRAG Specs By Toma Bratanic and Oskar Hane (2025) Publisher: Manning
修課須知： Notice	
評量方式： Grading	
備註說明： Notes	