

本期封面故事Cover Story—

教學理念與教學方法

傑出教學獎—服務科學所 許裴舫 P. 3

本月風雲人物 Roll of Honor P. 4

各單位活動預告Upcoming Events P.5~ P.8

活動花絮 Activity Features P.9~P.11

學術演講 Lectures P.12~14



- 發行人：科管院 莊慧玲院長
- 執行總編：科管院 盧妙卿
- E-mail：ctm@my.nthu.edu.tw

- 編輯群：郭禮文、林巧雲
- 編譯：許彥柔
- 網址：<http://www.ctm.nthu.edu.tw/>



國立清華大學

CTM 科技管理學院

College of Technology Management



恭喜



廖肇寧
(經濟系)



許裴舫
(服科所)



謝英哲
(科管所)

榮獲2017年科管院傑出教學獎



國立清華大學

科技管理學院

College of Technology Management



計財系 黃郁涵



科管院學士班 張浣倫



經濟系 游芳綾

恭喜

獲得2017年科管院院長獎

封面故事 Cover Story

教學理念與教學方法

Feature Column
Associate Professor,
Institute of Service Science

服科所 許裴舫 老師



謝謝科管院頒給我這個傑出教學獎，這個獎背後是科管院所有同事在工作上給我的一切支持、同學們在課堂裡給我的即時互動以及課後溫暖的回饋，所一起達到的。

回想自己當學生時，讓我真心想上課、盡全力學習的原因就是這門課有用，因此當我成為老師，在備課時盡力去做的，就是思考如何將這門課的內容，讓學生覺得有用，有用才有動機開始學，有用才知道這門課所學到的內容，是如何用在每天的生活裡、將來的工作上。

另外，要在長達18週的學期裡，每週讓學生以及老師堅持三小時的熱情，是一件困難的事。我發現把每週的課程設計的有趣，讓每週上完課時，老師和學生都開心，是一個讓大家都堅持下去的方法。讓課程有趣的方法很多，我常常坐進其他老師的課堂裡，觀察其他老師是如何讓課程變有趣的，我的心得分享如下：讓學生參與，價值共創，可以拋出具思辨性的問題、互問互答、可以辯論、可以比賽、可以投票、可以玩遊戲、激起大家的參與感、團隊感、良性競爭的榮譽心。這些技巧非常實用，但最傑出的教學，不是言教而是身教，感謝過去我所遇到的老師、我周遭的同事，直接在生活裡示範，如何教學、為何教學。

本月風雲人物

Roll of Honor

- 1. 恭喜 服科所 徐茉莉特聘教授榮獲105年度科技部傑出研究獎**
Congratulations to Distinguished Professor Galit Shmueli won 2016 Outstanding Research Award of Ministry of Science and Technology.
- 2. 恭喜 許裴舫(服科所)、廖肇寧(經濟系)、謝英哲(科管所) 獲得2017年科管院傑出教學獎**
Congratulations Professors Pei-Fang Hsu(Institute of Service Science), Chao-Ning Liao(Department of Economics) and Ying-Che Hsieh(Institute of Technology Management) won 2017 Outstanding Teaching Award.
- 3. 恭喜 計財系黃郁涵、經濟系游芳綾、科管院學士班張浣倫獲得2017年科管院院長獎**
Congratulations students YU-HAN HUANG(Department of Quantitative Finance), FANG-LING YOU(Department of Economics) and ZHANG,WO-LUN(Double Specialty Program of Management and Technology) won 2017 Dean's Award of College of Technology Management.
- 4. 恭喜 計財系黃郁涵為朱順一合勤獎學金獲獎者**
Congratulations student YU-HAN HUANG(Department of Quantitative Finance) won Mr. ZHU, SHUN-YI Zyxel Communications Corp. scholarship.

活動預告

Upcoming Events

科管院辦公室 Office of CTM

1. 上半年孫運璿科技講座演講

2017 Spring Sun Yun-Hsuan Speech series:

日期	講者	現職	講題
2017/5/3(三)	簡立峰 Chien, Lee-Feng	Google台灣董事總經理 Google Taiwan Executive Chairman	萬物聯網與台灣機會 Internet of Everything and Chances of Taiwan
2017/5/10(三)	陳長文 Chen, Chang-Wen	理律法律事務所執行合夥人兼所長 Chairman and Senior Partner of Lee and Li Attorneys-At-Law	國家未來與法治教育：跨越兩岸到超國界格局 The Future of Nation and Law-Related Education : From Cross - Strait to Transnational Vision
2017/5/19(五)	江宜樺 Chiang, Yi-Hua	香港城市大學人文社會科學院教授 Professor, College of Liberal Arts and Social Sciences of City University of Hong Kong	全球思潮與民粹主義 Global ideological trend and Populism
2017/5/24(三)	上官鼎 Shang Guan, Ding	60年代新派武俠小說作家(中華文化永續發展基金會董事長) The 60's Chinese Martial Arts Novelist (Director of Chinese Cultural Sustainable Development Foundation)	俠之大者：上官鼎筆下的俠義世界 The Chivalry world under Shang Guan Ding' s pen

2. 5/8(一)9:30-11:30在台積館530A會議室舉辦校長與科管院座談會，敬請各單位主管及教師踴躍參加。

5/8 Mon. 9:30-11:30 : The forum of President and College of Technology Management will be held at TSMC building Room 530A, supervisors of the units and teachers are invited to participate.

3. 5/9(二)中午在6F孫運璿紀念中心舉辦研究生學術發表暨師生交流會

5/9 Tue. noon: Graduate student Academic Presentation cum Teacher and Student Seminar will be held at 6F Sun Yun-Hsuan Memorial Center.

4. 4/1~4/28科管院專任教師延攬及留住優秀人才彈性薪資申請，共31名額，敬請各系所老師踴躍提出申請。

31 quota places are awarded for College of Technology Management teachers “Retaining Excellent Elite Faculty Bonus Salary”. All teachers are invited to apply during 4/1-4/28.

活動預告

Upcoming Events

科管院辦公室 Office of CTM

5. 6/4(日)上午9:30-12:30校畢典，下午科管院小畢典，1:00-3:00大學部、3:30-5:30研究生場次。晚上7:00為大學部校畢典。
6/4 Sun. 9:30-12:30 : Academic Graduation Ceremony for University Graduate.
13:00-15:00 : College of Technology Management Graduation Ceremony for Undergraduate degree.
15:30-17:30 : College of Technology Management Graduation Ceremony for Graduate degree.
19:00 : Academic Graduation Ceremony for Undergraduate degree.
6. 6/17-6/18計財系主辦[厚德榮譽講座]計量大師在清華，邀請英國倫敦政經學院Peter Robinson 教授來訪演講。
6/17~6/18 Department of Quantitative Finance will hold “Houde Honor Lecture Series” -- Econometrics Master in NTHU and invite The London School of Economics and Political Science Professor Peter Robinson to give a speech.
7. 6/17(六)16:00-18:00/段錦泉院士演講 /台積館一樓演講廳
6/17 Sat.16:00-18:00/Academicians Jin-Chuan Duan speech /TSMC building 1F Sun Yun-Hsuan Lecture Hall.
8. 6/18(日)16:00-18:00/ Peter Robinson演講/台積館一樓演講廳
6/18 Sun.16:00-18:00/Peter Robinson speech /TSMC building 1F Sun Yun-Hsuan Lecture Hall.

職涯發展辦公室 Office of Career Development

1. 4月17日~5月16日：與學務處起飛計畫合作一對一職涯諮詢
4/17~5/16: Office of Career Development will cooperate with the Office of Student Affairs and host one-on-one career counseling(career consultant Victoria).
2. 4月26日：與學士班合辦校慶校友分享『25，30，35』
4/26: Alumni Experience Sharing will be hosted by Office of Career Development and DSPMT, as part of the NTHU Anniversary Celebrations.
3. 4月27日：勤業眾信徵才說明會
4/27: Deloitte Touche Tohmatsu Limited recruitment orientation.
4. 5月5日：金融業前瞻座談暨聯合徵才
5/5: Financial Industry Foresight Symposium and Recruitment.
5. 5月11日：與勞動力發展署桃竹苗分署新竹就業中心合作舉辦職業心理測驗CPAS
5/11 Occupational Psychology Test will be hosted by Office of Career Development and Workforce Development Agency, Ministry of Labor Taoyuan-Hsinchu-Miaoli Regional Branch Hsinchu Employment Center.

活動預告

Upcoming Events

國際事務辦公室 Office of International Affairs

1. 5/11泰國清邁大學即將到訪並確認續約之合作備忘錄

5/11 Thailand Chiang Mai University is coming and confirm renewal Memorandum of Cooperation.

2. 浙江大學管理學院確定於7/17（一）帶領10-15位大學生訪問本院，訪問期間1日，上半日與本院師生交流、下半日為企業參訪活動。

Zhejiang University College of Management will take 10-15 college students to visit our College on 7/17 (Monday). During the one day of the visit, they will exchange their experience with our teachers and students in the morning and going to campus visit in the afternoon. All the arrangement is under preparation.

科管院學士班 Department of Double Specialty Program of Management and Technology

1. 管理與科技實務課程演講：4月20日、27日、5月4日、11日各一場。

Upcoming Management and Technology Practice Course Lectures to be held on 4/20、4/27、5/4、5/11.

2. 管理與科技實務課程之企業參訪活動規劃。

Program of Company Visit of Management and Technology Practice Course Lectures.

3. 企業架構流程與管理課程演講：4月18日、25日、5月2日、9日共四場。

Upcoming Enterprise Architecture Process and Management Course Lectures to be held on 4/18、/25、5/2、5/9.

4. 4月1日~30日辦理學士班同學變更專長申請。

The application of Specialty Changing for DSPMT students is applicable during 4/1~4/30.

5. 4月26日與職涯辦公室合辦「25，30，35校友分享」活動。

Alumni Experience Sharing will be hosted by Office of Career Development and DSPMT, as part of the NTHU Anniversary Celebrations on 4/26.

6. 學士班與經濟系合辦2017年「海峽兩岸清華青年菁英創新創業」交流活動。

Departments of Economics and DSPMT will host “2017 Cross-Strait Youth Tsing-Hua Elite Innovation Entrepreneurship”.

活動預告

Upcoming Events

EMBA/MBA/MPM/MFB/深圳EMBA/學分班

1. EMBA北京清華境外學習將於4/27(四)-4/30(日)舉行。

EMBA will have off-campus classes in Tsinghua, Beijing from 4/27 to 4/30.

2. 4/29(六)9:00-17:00將於風采宴會館7樓拉斐爾廳舉辦106學年度科管院在職專班聯合新生訓練，預計140名新生參加。

The 2017 Joint Freshmen Training activities for EMBA/MBA/MFB/MPM new students will be held on 4/29 9:00-17:00 at 7F Raffaello hall FONG-CAI restaurant. 140 Freshmen are expected to attend.

3. 2017年EMBA商管聯盟個案活動將於5/6(六)於中山大學舉辦商管盃、5/7(日)於清華大學舉辦元大盃，清華EMBA商管盃與交大聯隊組一隊、元大盃自組一對(EMBA與MBA一同組隊)參賽。

EMBA alliance case activities will hold Shangguan competition in National Sun Yat-sen University on 5/6 Sat. and Yuanda competition in National Tsing Hua University on 5/7 Sun. In the Shangguan competition, NTHU EMBA will group with NCTU EMBA on 5/6. NTHU EMBA and NTHU MBA will group a team to attend Yuanda competition.

4. 106學年度深圳EMBA招生將於5/3(三)-5/11(四)開放網路報名，5/19(五)-5/25(四)由書審委員進行初試資料審核，初試榜單會於複試口試前公告於深圳EMBA網頁，初試通過的考生將於6/6(二)參加複試口試。

On-line Application for EMBA Shenzhen for 2017 Fall will be started during 5/3-5/11. The application reviewed will be verified by the admission committee from 5/19~5/25. The preliminary admission list will be released on website of EMBA Shenzhen. The applicants who passed the preliminary test need to participate in an oral interview on 6/6.



活動花絮

Activity Features

經濟系 Department of Economics

1. 4月23日為本校校慶，早上10點半在台積館一樓舉辦經濟系友回娘家活動，系友經驗分享主題為「新興產業與經濟系學生的機會」。

NTHU Anniversary Celebration was on 4/23. Department of Economics held activities which alumni came to school and shared experiences— “Budding Industry and Chances for Econ Students.”



EMBA/MBA/MPM/MFB/深圳EMBA/學分班

1. MPM 3/11(六)於彭園會館舉辦MPM02新生歡迎晚宴，活動圓滿順利落幕！

The welcome party for MPM02 new students was held on 3/11 at THE PENG' S AGORA GARDEN.

活動花絮

Activity Features

科管院學士班 Department of Double Specialty Program of Management and Technology

1. 4月10日與系學會合辦舉辦專長學程說明會，首先是祁主任介紹雙專長修業規定與校友動向等，接著放映計財、科管、科法、資工等專長諮詢老師介紹課程規劃、修課建議與未來發展的影片，經濟系周瑞賢老師親自與會，說明經濟專長，頗有感染力。最後，受邀的畢業校友和大四學長姐與大一學弟妹交流專長修課經驗。

DSPMT Held a professional course seminar with student association on 10, April. Director Chi introduced the dual expertise of the provisions of the school and alumni trend first, then play a video about resenatation of the curriculum, curriculum recommendations and future development of Department of Quantitative Finance, Institute of Technology Management, Institute of Law for Science and Technology and Department of Computer Science.

Associate Professor Jui-Hsien Chou from Department of Economics explained the economic expertise and was very appealing. At last, alumnus and students exchange their experiences.

2. 4月13日舉辦榮譽導師生交流座談會，榮譽導師：世界先進積體電路股份有限公司張東隆副總經理、沛錦科技股份有限公司宋智達總經理、力積電子股份有限公司張榮輝副總暨財務長、王道商業銀行陳建源協理等4位榮譽導師一同參與座談。

Honorary Mentors and Student Symposium was held on 4/13. The following four honorary mentors were invited to participate the symposium :

Dong-long Zhang, Deputy General Manager of the Vanguard International Semiconductor Corporation

Star Sung, CEO of Taiwan Imaging-Tek Corp

Rong-Hui Zhang, Vice General Manager and Chief Financial Officer from Zentel Electronics Corp.

Jian-Yuan Chen, Assistant General Manager from O-Bank.

IMBA

1. 3月29日及4月12日外籍生至新竹中學舉辦文化交流圓滿落幕

3/29 & 4/12 foreign students went to National Hsinchu Senior High School exchange different countries cultural.

2. 4月10日IMBA學生至台積創新館參訪

4/10 IMBA students visited TSMC Museum of Innovation.

3. 4月30日IMBA國合會學生文化之旅

4/30 IMBA students with ICDF went to a culture trip.

活動花絮

Activity Features

服務科學研究所 Institute of Service Science

1. 3/28 (二) Professors Olivia Sheng來訪，與本所博士生與全體教師餐敘交流。

3/28(Tue) Professors Olivia Sheng have a lunch with our professors and PhD students to exchange experience.

2. 3/29 (四) 舉辦產業實習系列活動-Career Coach，邀請合勤科技黃惠玲經理幫助同學進行履歷健檢與面試經驗分享。

3/29(Thu) Holding a series of industrial practice activities- Career Coach, invite Hui-Ling Huang, Manager, Zyxel Communications Corp., to helps students resume inspection and share interview experience.

3. 4/13 (四) 舉辦105學年第2次博士班學術分享會。

4/13 (Thu) Holding 105 academic year 2nd PhD students academic sharing session.

4. 服科所所友回娘家活動。

“Home Coming” activity from graduate students of ISS.



IMBA 3月29日及4月12日外籍生至新竹中學舉辦文化交流圓滿落幕

IMBA 3/29 & 4/12 foreign students went to National Hsinchu Senior High School exchange different countries cultural.

學術演講 Lectures

經濟系 Department of Economics

日期Date	講題Lecture Topic	講者Speaker
2017/4/6	Does Hotness Pay? The Relationship Between Appearance, Productivity and Earnings for Ontario Economics Professors.	Frances Woolley (Department of Economics, Carleton University)
2017/4/18	Investment-Specific Technological Change, Rising Wage Inequality, and Dynamic Miesian Taxation	俞欣榮博士 (中央研究院經濟所) Ph D. Hsin Jung-Yu (Institute of economics, Academia Sinica)
2017/4/20	Tax Penalties on Fluctuating Incomes: Estimates from Longitudinal Data	Prof. Jean-Francois Wen (Department of Economics, University of Calgary)

計財系 Department of Quantitative Finance

日期Date	講題Lecture Topic	講者Speaker
2017/4/6	漫談外交、金融、郵政的奇特組合 Talk about Peculiar Combination of Diplomacy, Finance and Postal Service	中華郵政 翁文祺董事長 Chairperson Wen-Chyi Ong, Chunghwa Post Co., Ltd.
2017/4/11	第六版國際收支與國際投資部位 Balance of Payments and International Investment Position, Sixth Edition	中央銀行 程玉秀研究員 Researcher Yu- Xiu Cheng, the Central Bank of the Republic of China
2017/4/12	Valuation of Stock Options, Bankruptcy Risk Premium, and the Term Structure of Bankruptcy Probability	逢甲大學財務工程與精算學士學位學程 駱建陵助理教授 Professor Chien- Ling Lo, Bachelor's Degree Program in Financial Engineering and Actuarial
2017/4/13	Systemic Risk and Interbank Lending	中央大學統計研究所 孫立憲助理教授 Graduate Institute of Statistics, National Central University, Professor Li-Hsien Sun

學術演講 Lectures

學士班

Department of Double Specialty Program of
Management and Technology

日期Date	講題Lecture Topic	講者Speaker
2017/4/11	企業架構流程與管理課程演講 Enterprise Architecture Process and Management Course.	台積電陳盈宏副理、天來創新生活產業股份有限公司彭清淵財務長、新竹區中信房屋蘇俊逸總經理 Ying-Hong Chen, Deputy Manager, TSMC; Qing-Yuan Peng, Chief Financial Officer, Formosan life; Jun-Yi Su, General Manager, CHINATRUST REAL ESTATE CO.

科管所 Institute of Technology Management

日期Date	講題Lecture Topic	講者Speaker
2017/4/11	Do It or Not, Top Ten Strategic International Marketing Issues in USA	Professor. Monle Lee, Indiana University South Bend
2017/4/12	從台灣看世界-生物科技的創新與躍升 Looking at the World from Taiwan - Innovation and Jump of Biotechnology.	加特福生技程伶輝董事長 Ling-Hui Cheng, Chairman, MAXLUCK BIOTECH CORP.

科法所 Institute of Law for Science and Technology

日期Date	講題Lecture Topic	講者Speaker
2017/4/13	這些年，我當檢察官的日子—檢察官生涯分享 For These Years I Have Been A Prosecutor -- A Prosecutor 's Career Sharing.	陳瑞仁檢察官 Rui-Ren Chen, Prosecutor

學術演講 Lectures

服科所Institute of Service Science

日期Date	講題Lecture Topic	講者Speaker
2017/4/12	從台灣看世界-生物科技的創新與躍升 Looking at the World from Taiwan - Innovation and Jump of Biotechnology	加特福生技程伶輝董事長 Ling-Hui Cheng, Chairman, MAXLUCK BIOTECH CORP.
2017/4/12	Bridging Communication Gaps with Social Computing Interaction Designs of Communication Channels	Professor Hao-Chuan Wang

