



國立清華大學 科技管理學院
College of Technology Management, National Tsing Hua University.

科管院電子報

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本期概要

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● 發行人：科管院 黃朝熙院長

● 執行總編：科管院 盧妙卿

E-mail: ctm@my.nthu.edu.tw

● 編輯群：科管院 陳巧潔

中文14謝宛靜、IMBA碩二楊淑涵

● 科管院網址：<http://www.ctm.nthu.edu.tw/>

院長的話

Message From Our Dean



科技管理學院 黃朝熙院長 College of Technology Management

本院推動 AACSB 認證進入了最後關鍵階段，今年 10 月 26 至 28 日 AACSB 評鑑小組 (Peer Review Team) 即將造訪本院進行實地訪視，接下來這個學期是關鍵時刻，本院國際事務辦公室將舉辦一系列 AACSB 相關活動；通過 AACSB 認證，不但對於本院教學研究的品質能夠持續不斷地進步，也可大幅提升國際知名度，通過認證的學校間相互合作的可能性也將大大提高，包括交換學生、雙聯學位等等合作項目，本院學生將進一步與國際接軌。

此外，由於 AACSB 認證強調永續經營改善，本院每學期皆進行學生學習成效評量，固定每學期召開學生學習成效評量委員會以及院課程委員會，檢討並確保教學品質，申請 AACSB 認證的過程可以說是激勵商管學院不斷改善的機制，希望大家踴躍參加，全院動員起來為 10 月的訪視做好準備。

✧ 榮譽榜 ✧

1. 恭喜經濟系朱筱蕾、計財系黃裕烈升等為教授、計財系謝佩芳、科管所陳寶蓮、科法所高銘志、服科所許裴舫、雷松亞升等為副教授。

Prof. Hsiao-Lei Chu from ECON , and Yu-Lieh Huang from QF promotion to professor. Prof. Pei-Fang Hsieh from QF ,Pao-Lien Chen from TM ,Ming-Zhi Gao from LST, Pei-Fang Hsu from ISS, and Soumya from ISS promotion to associate professor.

2. 恭喜科法所黃忠正老師、服科所雷松亞老師獲得校級傑出教學獎。

Prof. Chung-Cheng Huang from LST and Soumya Ray from ISS won the 2015 Outstanding Teaching Award.

3. 服科所徐茉莉教授獲得梅花卡（永久居留證）殊榮，並於 6/9 由移民署新竹辦事處主任親臨台積館頒發。

Prof. Galit from ISS received the Alien Permanent Resident Certificate, and the director of National Immigration Agency Hsin-chu City Service Center will presented the prizes personally at tsmc building on 6/9.

4. 科管所博士班陳柏瑄、服科所陳泓維同學獲 104 學年度校長獎學金

PhD student BO-XUAN ,CHEN from TM and BO-XUAN ,CHEN from ISS received the 104 Principal Scholarships.

5. 經濟系博士班曾雅雯同學獲 104 學年度 EMBA 獎學金

PhD student YA-WEN, TSENG from ECON received the 104 EMBA students awarded Scholarships

2015 Outstanding Teaching Award

Institute of Service Science — Prof. Soumya Ray



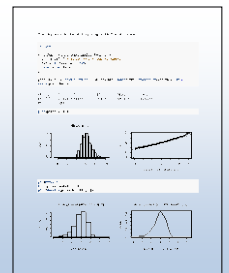
Five years ago, I joined the Institute of Service Science in the College of Technology Management. Inspired by the vision and spirit of my colleagues, I wanted to offer transformative classes: students should our finish courses feeling fully prepared to apply themselves to the hard problems of Taiwan's industry, academia, and society. I have designed three courses around these goals: Business Analytics Using Statistical Modeling, Service Oriented Architecture, and IT Service Security. Here are some of the things that have made these classes engaging, challenging, and rewarding for students to take and for me to teach.

Interacting in a diverse environment: Classes are more engaging when they are filled with students from many disciplines and backgrounds who must collaborate to learn and produce solutions. Classes like business analytics gets students from computer science to finance, from undergrads to PhDs, from Guatemala to Taiwan. Working together, they learn more than just the topics of the class: they get exposed to different ways of thinking and communicating.

Learning theory by engaging in practice: Theory is best motivated and learned when it is applied immediately and rigorously to solve real problems. In the service-oriented architecture class, students develop a fully working project over a whole semester, adding one new feature every week to create a cloud-deployed web application that solves a real need in their own lives. From this experience, I hope students start envisioning themselves as *creators* rather than employees.

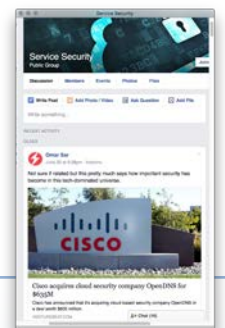


Using the latest tools and techniques: Using cutting-edge tools that match-or-exceed industry practices helps position students for the “next great thing” rather than the last great thing. In the statistical modeling class, students code in the R statistical environment. Although coding might seem scary at first, students quickly find that it lets them visualize problems, simulate essential concepts, and interactively manipulate and try different solutions. This approach also allows students to create novel solutions that are more advanced than what textbooks offer, and lets them play with new techniques that are highly prized by data scientists in industry.



Continuous learning: Regular practice and feedback eliminates the need to cram knowledge and makes topics more cohesive. This means that students have to do lots of assignments: at least one homework project per week plus tutorials. But after 18 weeks, students develop a *habit* of doing and learning. After that, I am confident they can continue advancing their skills with no further input from me.

Sharing is caring: Every week, students in our service security class share the latest news that relates to our topics on our class's Facebook group. We spend time in class to discuss how to solve the issues we find in the news using the techniques we learn in class. This allows students to relate what they are learning to news events, and lets alumni of our classes keep up with the latest security news.



Meetups and Gatherings: Because many of our students have kept up the habit of developing and learning new things outside of class, we have started to hold meetups in the library where



we can share what we are doing and learning beyond what we see in class. These meetups attract students from all around campus and even from other schools. Lately, we even have engineers from science park and Taipei attend our meetups to share their own knowledge and findings.

I am grateful to our college for encouraging us to teach innovative classes, and to our students for being part of this great journey of learning and making.

經濟系

◆5月16日舉行博士班入學口試，感謝黃春興、莊慧玲、林世昌、蔡攀龍等四位老師之協助。

05/16 Ph. D .entry oral exam.

◆6月3日浙江財經大學程懷文、李玉文將至本系交流訪問

06/03 Prof. Chen and Prof. Lee from Zhejiang University of Finance and Economics will visit NTHU.

計財系

◆計財系6/16於清大台積館舉辦台達電計畫「海峽兩岸頂尖大學財務金融研討會」，邀請廈門大學財務系學者參與。

06/16 QF will invited scholars from Department of Finance,Xiamen University ,join the Cross-strait top universities Seminar of Finance at tsmc building.

科管院學士班

◆管理與科技實務課程演講：5月14日、21日、28日各一場

5/14 & 5/21& 5/28 : Management and Technology Practice Course lecture

服務科學研究所

◆服科所6/23舉辦Yes Party！產業實習始業式

6/23 ISS Industrial Internship：「Yes Party！」

科技法律研究所

◆6月10日美國柏克萊大學Prof. Robert P. Merges、荷蘭阿姆斯特丹大學Prof. Martin R. F. Senftleben、法國史特拉斯堡大學Prof. Christophe Geiger 智慧財產權法系列演講

6/10 Intellectual property law speeches by Prof. Robert P. Merges, Prof. Martin R.F. Senftleben, Prof. Christophe Geiger.

◆6月11日至6月12日第六屆歐盟與東亞智慧財產權國際學術研討會：著作權利金合理支付機制之探討。

6/11-6/12 The Sixth Conference on European and Asian Intellectual Property: Exploring Sensible Ways for Paying Copyright Owners

EMBA/MBA

◆EMBA/MBA 暑期米蘭境外學習課程「國際品牌管理」，於 6/25(四)~6/30(二)展開。
6/25-6/30 The Ex courses「International Brand Management」will be held in Milan.

IMBA

◆6 月 12 日配合「中小企業管理」課程至「瑞健集團」進行企業參訪。
6/12 SHL (Scandinavian Health Ltd) cooperate visit.

職涯辦公室

◆第二屆職地有聲成果發表:2015 年 5 月 27 日(三)19:00~21:00@台積電六樓孫運璿紀念中心圓滿落幕

5/27 (19:00~21:00): 2nd Job search activity results presentation @Sun Yun-Suan Memorial Center at 6th floor in TSMC building.



【學術演講】

主辦系所	時間	講題	講者
學士班	6/4	非財會主管如何閱讀財務報表	力積電子股份有限公司 張榮輝行政管理處副總暨財務長
學士班	6/11	創意從保庇開始	樺鼎商業資訊股份有限公司 林建宏博士
經濟系	5/12	Technology Licensing, Entry Mode and Trade Liberalization	高雄大學經管所 楊雅博老師
經濟系	5/19	Decomposing Poverty Change: Within- and Between-group Effects	Srijit Mishra
經濟系	5/26	Measuring the Preferences of Conservation Policy for Endangered Species	中興應用經濟 陳韻如老師
經濟系	6/9	流域水資源管理中社會資源作用探討	浙江財金大學 程懷文&李玉文老師
經濟系	6/9	A Tale of Sea Turtles: Returnee Entrepreneurship, Institutions, and Firm Performance	University of Alberta 劉潤娟老師
經濟系	6/10	The Impact of Appreciation of Chinese Yuan on China-US Trade Balance: An Analysis based on 2000-2011 Chinese Customs Data	University of Alberta 劉潤娟老師
計財系	5/07	Fleeting Orders Under Microstructure	政大金融學系 林靖庭老師
計財系	5/11	都市更新權利變換	前營建署都市計畫組副組長 郭秋福先生
計財系	5/12	計量交易系統的建構 (一)	厚生資本 鄧士昌資訊長
計財系	5/14	The development and strategies of Taiwan securities investment trust industry and the growing trend of product	群益證券 呂鴻德副總
計財系	5/14	「出國留學經驗談」小型座談會	蕭政院士&蕭佳芸博士
計財系	5/18	住宅政策概論	前營建署國宅組科長 黃秀芳小姐
計財系	5/19	計量交易系統的建構 (二)	厚生資本 鄧士昌資訊長
計財系	5/25	設計中的狀態	室內設計師 唐忠漢先生
計財系	6/02	程式交易方法與應用	高應科大學金融系 姜林杰祐老師
計財系	6/04	Asian Development Bank Institute Director of the Capacity Building & Training Department	日本國立政策研究大學 邢予青老師
科法所	5/12	尊重文化與同情弱勢的思辯：從兩則最高法院判決談起	臺灣高等法院臺中分院林三元法官
科法所	5/14	法律人的科技世界—淺談企業與智慧財產	王鵬瑜 律師
科法所	5/28	法律人的科技世界—企業的專利佈局	北京德恒律師事務所高級顧問袁建中

			先生
科法所	6/9	第一類電信事業與第二類電信事業的權利與義務	台灣之星電信股份有限公司方修忠副總經理
科法所	6/10	2015 Intellectual Property Forum	美國柏克萊大學 Prof. Robert P. Merges、荷蘭阿姆斯特丹大學 Prof. Martin R.F. Senftleben 演講
科管所	6/3	農業品牌創新	郭佳懋 莊主(奕青酒莊)
科管所	6/10	上帝的部落	優繞·依將長老(司馬庫斯)



【活動預告】

1. 台積館地下停車位因應 104 學年度起 MBA 招生人數增加，周六上課日，提供 55 個停車位給 EMBA/MBA 學生停放，另保留 20 個車位(靠近電梯處)給院內教師停放。
2. 因應台電年度維護，台積館 6/28(日)停電一日。
3. 全館地板與教室樓面清洗作業：9/4-9/5
4. 科管院將於 10/2（五）進行 AACSB 模擬訪視，訪視委員為政大商學院唐揆院長以及香港城市大學商學院前院長魏國基教授，敬請各位主管及老師們預留時間參加。(科管院國際事務辦公室)
5. 學生暑期職涯活動普查(項目包含暑期實習、國際志工、打工度假等)(學生職涯發展辦公室)
6. 計財系申請增設博士班案，已獲院務會議通過，送校程序中，預計 106 學年度招生。
7. 科管院學生會舉辦 2015 科管跨領域人才培育營
8. 科管所創業菁英計畫(陳寶蓮教授主持)
9. 第三屆海峽兩岸科技管理學術年會(科管所張元杰教授主持)籌備中
10. 2015 中華民國科技管理學會年會暨論文研討會(科管所林博文教授)籌備中
11. EMBA 深圳境外專班計劃書已依據教育部之審查意見完成修改，並於 5 月 29 日由教務處發公文再次送教育部審查。學分班與自強基金會合作於台北開設分部，預定 7 月開始招生，9 月上課，課程訊息如下：

課程名稱	學分數	授課老師
財務管理	3	林哲群/張焯然
經濟數據分析概論	3	黃裕烈
投資組合管理與衍生性商品市場	3	索樂晴
金融業風險管理與監理	3	鍾經樊
大數據資料處理與計量分析	3	鍾經樊

12. 北京清華 EMBA「行知中國」課程(絲綢之路)，將於 7 月 1(三)至 7 月 5 日(日)在絲綢之路張掖站舉行。清華 EMBA 受邀參加此活動，學生已組隊報名參加體驗組，熱情響應此活動。

＊活動花絮＊



IMBA-畢業班級合照



服務科學研究所-日本大學國際工作坊照片









備註：科管院小畢典照片將同步刊登於院網頁活動剪影區，歡迎踴躍下載與觀賞。