

中國文化大學教師教學創新暨教材研發獎勵成果報告書

壹、計畫名稱: 教師教學創新

貳、實施課程、授課教師姓名: 藝術管理/黃雪梨助理教授

參、前言:

本課程的理念是透過藝術的思維, 認識經營理念以達企業對人才的培養和穩定人事資源的流失及藉而提高行政和達到生產效率創立營利的積效。雖然運用藝術了解探討如何管理的概念, 在學術上是嶄新的思維; 但在國際商業上實質的管理領域已備受矚目 w 推廣, 也是未來管理人員可以採納與科學管理相互相成。

肆、計畫特色及具體內容

1. 教學多樣及創新化

此課程的特色是包含學術理論基礎與實務的發生讓學生透過藝術的角度學習觀察而體會領導的核心價值。教學的現場和傳統講述教學不同的是計畫申請者 1)讓學生能夠融入簡易的藝術創作的方式, 領會如何辨識職場上溝通的重要, 2)再由同學分組互相討論企業經營與領導的觀念, 3)融入了數位影片為窗口, 引用個案切入議題. 4) 分享學習的重點與對藝術管理的經營與領導的關係, 進行批判性的思考, 營造了一個多元創新的教育環境.

2. 加強師生互動性

利用老師的藝術創作, 讓學生親自動手練習如何觀察, 以激發思考; 能從思考中並與老師雙向的溝通分享, 進而增加師生間的關係及互動.

3. 配合教師在美國五百強金融企業三十五年實際的領導經驗，提供實體個案經歷，透由故事活動引領學生以學術與實務的配合，了解結合感性與理性的經營理念如何走向國際化。
4. 此課程以英語為主，上課教材以英語為主要，對管理的認知以及運用皆以當今國際發生的案例。

伍、實施成效及影響（量化及質化，且說明是否達到申請時所期之學習目標與預期成效）

因疫情的影響，雖然部分課程必採用線上教學，同學學習的空間互動及觀摩有受到些許的侷限。

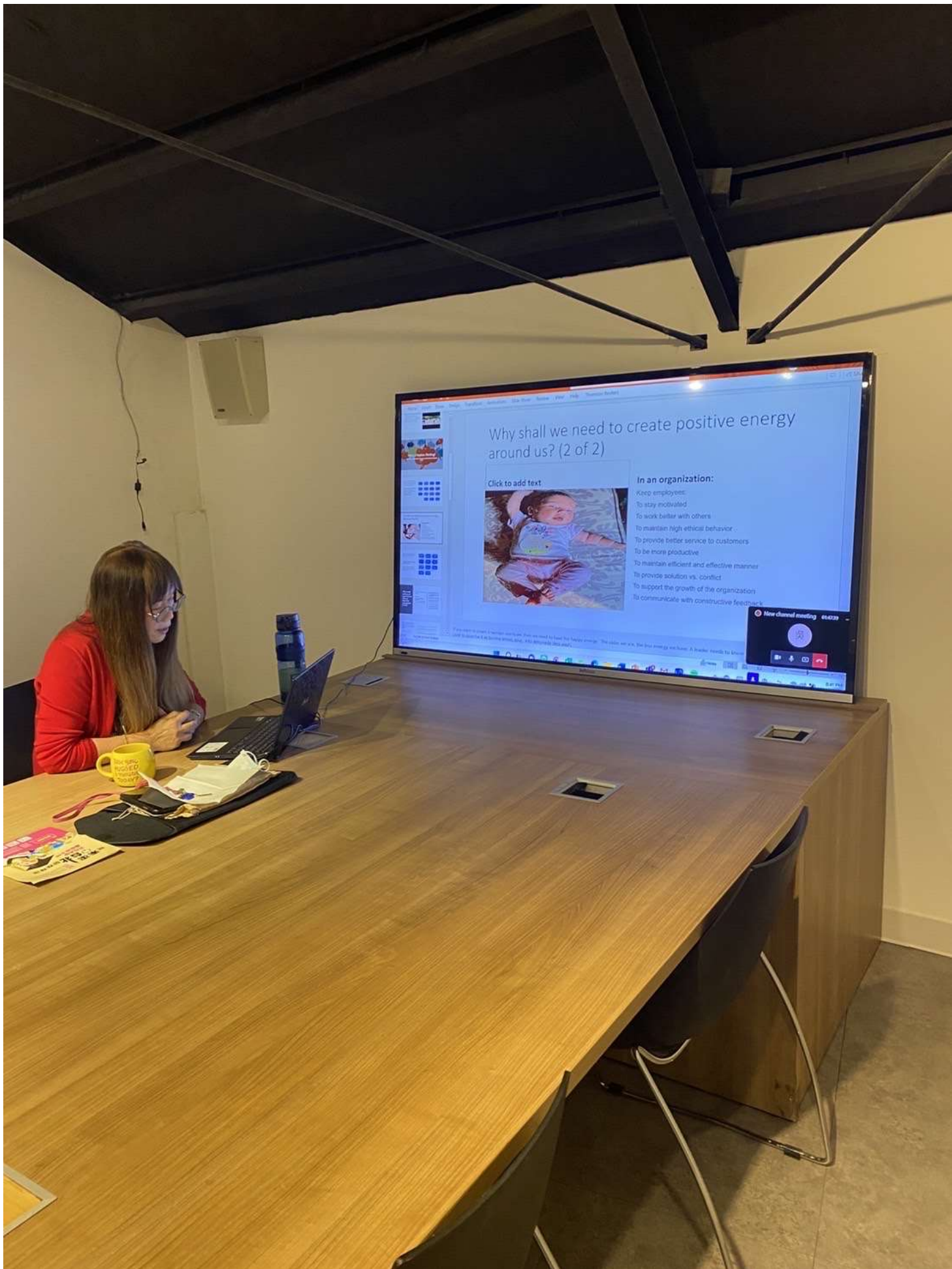
然而，此課程課程及教材屬於創新，學生的興趣高昂，反應熱烈；課程更啟發了學生對自我的認知與反思，進而了解如何培養自己的潛力成為未來的領導者。

陸、結論

學生對教材及授課的反映使教授深受感動與鼓舞，當學生能由藝術了解和觀察而能對自我有所認知，尤其學生領會藉由”藝術管理”的學科可以把所學的領域連貫一起，學生在課程上的討論是湧躍，同時學生也推廣給其他學員。

柒：課堂活動影片





Why shall we need to create positive energy around us? (2 of 2)

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In an organization:

- Keep employees:
 - To stay motivated
 - To work better with others
 - To maintain high ethical behavior
 - To provide better service to customers
 - To be more productive
 - To maintain efficient and effective manner
 - To provide solution vs. conflict
 - To support the growth of the organization
 - To communicate with constructive feedback

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捌、附件：學生的反應

considered as a science because it has an organized body of knowledge which contains certain universal truth. It is also important because, art managing requires certain skill which are personal possessions of managers.

4. The class that we draw our face on the paper, because we get the chance to know how we look and how we feel in that moment. It was a good idea to let us know more about ourselves.

5. I've learned more about how to think in different ways, there's not only one way to think and there's no idea which way is better or the best. Teacher gave us a lot of space to be ourselves, and she taught us a lot and also she told us many experiences in her life, which make me impressed.

from Prof. Shirley's experience, tell us her fierce leadership and experiences at work.

5. Management is really an art, if leadership entails more than analytic and practical skills, it would make sense for businessmen to look at the creative or performing arts to learn something about their own endeavors. Just as artists need to master their crafts, business managers need to perfect their skills in dealing with people and in expressing themselves verbally; just as artists need visions and passion to realize them, managers need imagination and audacity to redesign their organization; and just as great masters communicate their visions, great leaders inspire those who work for them. This is some example that I learn from this class.