

## 大葉大學九十一學年度碩士在職專班招生考試試題紙

系 所	組 別	考 試 科 目 ( 中 文 名 稱 )	考 試 日 期	節 次	備 註
事業經營 研究所	甲	管理個案	4月14日	第一節	艾(頁)

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

個案一：(中/英文作答均可)

University of Wisconsin-Extension is the outreach campus of the University of Wisconsin System. Its mission is to extend high-quality education to people who are not necessarily "college students" in the normal sense. The Management Institute (MI) is one of the departments within UW-Extension. It conducts programs aimed at providing education and training in at least a dozen areas of business and not-for-profit management.

The supervisory training area within the Management Institute designs and conducts continuing education training programs for first-level supervisors. The training programs are designed to improve a trainee's managerial, communication, decision-making, and human relation skills. They consequently cover a broad range of topics.

A continuing decline in enrollments in the various programs during the past several years had become a problem of increasing concern to the three supervisory program directors. They were at a loss to explain the decline, although informal discussions among the supervisors raised a number of questions to which they did not know the answers. Have people's reasons for attending supervisory training programs changed? What are their reasons for attending them? Was the decline caused by economic factors? Was it because of increased competition among continuing education providers? Was it due to the content or structure of MI's program themselves? Was it because of the way the programs were structured or promoted? Were the programs targeted at the right level of supervisor?

Typically, the major promotion for any program involved mailed brochures that described the content and structure of the course. The mailing list for the brochures was all past attendees of any supervisory training program conducted by the Management Institute.

QUESTION:

How would you handle the problem if you were the directors? 50%

個案二：(中文作答)

就八寸晶圓廠是否開放大陸投資一事，請探討決策問題並加以分析? 50%