

出國報告（出國類別：參加哈佛大學個案教學研 習營）

Global Colloquium on Participant-Centered Learning

服務機關：國立雲林科技大學

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派赴國家：美國

出國期間：2011.07.24~2010.07.31

報告日期：2011.08.17

摘要

此次出國主要是前往哈佛大學，參加為期 8 天的哈佛大學商學院(Harvard Business School)舉辦之個案教學研習營。此研習營主要以哈佛大學商學院著名的教學法：以參與者為中心之學習(Global Colloquium on Participant-Centered Learning Program)，哈佛大學已經以此教學法培育了無數的商管菁英與人才。在此 8 天的研習中，藉由實際的體驗與經歷，除期望能運用於個人教學中，也希望引進國內的商管教育中。此教學法可培養學生主動學習、邏輯思考、獨立作業的能力。足以彌補傳統單向知識傳授的不足。本校管理學院已有十多位教師赴美國哈佛大學參加研習，並獲得了正式結業證書，在科技大學中，除台科大外，實為師資陣容堅強的個案教學團隊。

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壹、目的

此次出國主要是前往哈佛大學，參加為期 8 天的哈佛大學商學院(Harvard Business School)舉辦之個案教學研習營。此研習營主要以哈佛大學商學院著名的教學法：以參與者為中心之學習(Global Colloquium on Participant-Centered Learning Program)，哈佛大學已經以此教學法培育了無數的商管菁英與人才。在此 8 天的研習中，藉由實際的體驗與經歷，除期望能運用於個人教學中，也希望能引進國內的商管教育中，進而使更多學子受惠。

貳、過程

- 哈佛大學個案研習營課程資訊

Parable of the Sadhu

How Children Fail (Pages 271-283) by John Holt

James Burke: A Career in American Business (A)

James Burke / Johnson and Johnson

Assistant Professor Graham and Ms. Macomber (A)

Founder-CEO Succession at Wily Technology

Freemark Abbey Winery (Abridged)

Quantitative Methods Tutorial

Terror at the Taj Bombay: Customer-Centric Leadership

Apple's Core

Apple's Core – Poll

Course Overview for Leadership & Corporate Accountability

Student Assignment Sheet for Marriott Corporation (A)

Marriott Corporation (A)

Marriott Corporation (B)

Marriott Corporation (A) & (B) Teaching Note

Marriott Teaching Plan Version 1 and Version 2

Guidelines for Effective Observation of Case Instructors

IBM Corporation Turnaround

The Transformation of IBM

Getting Participant-centered Learning to Work

Rob Parson at Morgan Stanley (A)

The Future of MBA Education


- 行程表

Global Colloquium on Participant-Centered Learning 2011

July 24 - July 31, 2011



Schedule for Sunday, July 24, 2011

Time	Event	Location	Who
11:00 - 1:00 PM	Registration	Baker Hall	All
1:30 - 2:45 PM	Campus Tour	HBS Campus	B
2:45 - 3:00 PM	Break	McCollum 2nd Floor Lounge	All
3:00 - 4:30 PM	Introduction <i>Instructor: Rohit Deshpande</i>	McCollum 202	B
	 Parable of the Sadhu (97307)		
5:00 - 5:30 PM	Opening Reception	Kresge Lounge	All
5:30 - 7:00 PM	Opening Dinner	Kresge Boardroom	All

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Schedule for Monday, July 25, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	How People Learn <i>Instructor: Paul Marshall</i>	McCollum 202	B
	<u>How Children Fail (Pages 271-283) by John Holt</u>		
10:15 - 10:45 AM	Break	McCollum 2nd Floor Lounge	All
10:45 - 12:00 PM	Goalsetting For Our Courses & Programs <i>Instructor: Rohit Deshpande</i>	McCollum 202	B
	<u>James Burke: A Career in American Business (A) (389177)</u>		
	<u>James Burke / Johnson and Johnson</u>		
12:00 - 1:30 PM	Lunch	Kresge Boardroom	All
1:30 - 2:45 PM	Questioning, Listening, & Feedback <i>Instructor: Willis Emmons</i>	McCollum 202	B
	<u>Assistant Professor Graham and Ms. Macomber (A) (379020)</u>		
2:45 - 3:15 PM	Break	Aldrich Foyer	All
3:15 - 4:15 PM	The World of Business Information: Knowledge and Library Services	Aldrich 112	All
4:15 - 4:20 PM	Class photo	Steps of Baker Library	All
4:20 - 5:00 PM	Self Guided Tours of Baker Library	Baker Library	All
	<u>Virtual Baker Library Tour</u>		
6:00 - 7:30 PM	Dinner	Kresge Boardroom	All

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Schedule for Tuesday, July 26, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	Linking Research & Case Writing <i>Instructor: Noam Wasserman</i>	McCollum 202	B
	<u>Founder-CEO Succession at Wily Technology (805150)</u>		
10:15 - 10:45 AM	Break	McCollum 2nd Floor Lounge	All
10:45 - 12:00 PM	Teaching Quantitative Methods <i>Instructor: Jan Hammond</i>	McCollum 202	B
	<u>Freemark Abbey Winery (Abridged) (606004)</u>		
	<u>Quantitative Methods Tutorial</u>		
12:00 - 1:30 PM	Lunch by Functional Units	Kresge Boardroom	All
1:30 - 2:45 PM	Multimedia **UPDATED 7/19** <i>Instructor: Rohit Deshpande</i>	McCollum 202	B
	<u>Terror at the Taj Bombay: Customer-Centric Leadership</u>		
2:45 - 3:15 PM	Break	Aldrich Foyer	All
3:15 - 4:45 PM	Grading and Classroom Technology <i>Instructor: Paul Marshall</i>	Aldrich 112	All
6:00 - 7:30 PM	Dinner	Kresge Boardroom	All

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Schedule for Wednesday, July 27, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	Developing a Teaching Plan <i>Instructor: Noam Wasserman</i>	McCollum 202	B
	Apple's Core (809063)		
	Apple's Core - Poll		
10:15 - 10:45 AM	Break	McCollum 2nd Floor Lounge	All
10:45 - 12:00 PM	Exercise: Hamilton Real Estate <i>Instructor: Deepak Malhotra</i>	McCollum 202	B
12:00 - 1:30 PM	Harvard Business School Publishing (HBSP) Lunch	Williams Room - Spangler Hall	All
1:30 - 2:45 PM	Lecture: MBA Innovation <i>Instructor: Thomas Eisenmann</i>	McCollum 202	B
2:45 - 3:15 PM	Break	Aldrich Foyer	All
3:15 - 4:45 PM	Experiential Debrief <i>Instructor: Deepak Malhotra</i>	Aldrich 112	All
5:30 - 6:30 PM	Reception with Dean Nohria	Dean's Garden	All
6:30 - 7:30 PM	Dinner	Kresge Boardroom	All

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Schedule for Thursday, July 28, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	Preparing for Class <i>Instructor: Willis Emmons</i>	McCollum 202	B
	Course Overview for Leadership & Corporate Accountability		
	Student Assignment Sheet for Marriott Corporation (A)		
	Marriott Corporation (A) (394085)		
	Marriott Corporation (B) (394086)		
	Marriott Corporation (A) & (B) Teaching Note (307015)		
	Marriott Teaching Plan Version 1 and Version 2		
10:15 - 10:45 AM	Break	McCollum 2nd Floor Lounge	All
10:45 - 12:00 PM	Observe Allen Grossman <i>Instructor: Willis Emmons</i>	McCollum 202	B
	Guidelines for Effective Observation of Case Instructors		
12:00 - 1:30 PM	Lunch	Kresge Boardroom	All
1:30 - 2:45 PM	Debrief on Allen Grossman <i>Instructor: Willis Emmons</i>	McCollum 202	B
2:45 - 3:15 PM	Break	Aldrich Foyer	All
3:15 - 4:45 PM	Harvard Business School Publishing (HBSP) Information Session	Aldrich 112	All
6:00 - 7:30 PM	**Optional free night for dinner**		All
6:00 - 7:30 PM	Dinner	Kresge Boardroom	All

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July 24 - July 31, 2011



Schedule for Friday, July 29, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	IBM Turnaround with Lou Gerstner <i>Instructor: Paul Marshall</i>	McCollum 202	B
	IBM Corporation Turnaround (600098)		
	The Transformation of IBM (391073)		
10:15 - 10:45 AM	Break	McCollum 2nd Floor Lounge	All
10:45 - 12:00 PM	Transforming an Educational Institution <i>Instructor: Rohit Deshpande</i>	McCollum 202	B
	Getting Participant-centered Learning to Work (805007)		
12:00 - 1:30 PM	Lunch	Kresge Boardroom	All
1:30 - 2:45 PM	Required Curriculum (RC) Course Development **UPDATED 7/14** <i>Instructor: Thomas DeLong</i>	Aldrich 112	All
	Rob Parson at Morgan Stanley (A) (498054)		
2:45 - 3:15 PM	Break	Aldrich Foyer	All
3:15 - 5:30 PM	Free time		All
5:30 - 6:00 PM	Closing Reception	Kresge Patio	All
6:00 - 7:30 PM	Closing Dinner	Kresge Patio	All

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Schedule for Saturday, July 30, 2011

Time	Event	Location	Who
7:00 - 8:00 AM	Breakfast	Kresge Boardroom	All
8:00 - 8:50 AM	Discussion Groups	Assigned Living Groups	All
9:00 - 10:15 AM	The Future of MBA Education **UPDATED 7/14** <i>Instructor: Srikant Datar</i>	Aldrich 112	All
10:15 - 10:45 AM	Break	Aldrich Foyer	All
10:45 - 12:00 PM	Final comments <i>Instructor: Rohit Deshpande</i>	Aldrich 112	All
12:00 - 2:00 PM	Departure Lunch	Baker Lounge	All

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July 24 - July 31, 2011



Schedule for Sunday, July 31, 2011

Time	Event	Location	Who
8:00 - 10:00 AM	Continental Breakfast	Baker Lounge	All

Final schedule not yet available.

- 相關照片



Global Colloquium on Participant-Centered Learning
July 24 - 30, 2011
Harvard Business School



Global Colloquium on Participant-Centered Learning
July 24 - 30, 2011
Harvard Business School

參、心得

參與本次研習後，本人的心得如下：

- 第一、學生們於上課前會被指定研讀各次課堂內要討論的個案，各個個案還有許多的作業(assignment)需於課前完成，還需與小組成員進行討論，著實落實了以參與者為中心的教學。
- 第二、學生在課堂上的發言和表現乃是教師評分的重點，授課老師於課後記錄學生的發言和表現，使學生必需融入課堂討論，除提高學生的參與度，激發學生的腦力激盪，也訓練了學生的表達能力。
- 第三、此種以學習者為中心的個案教學，採用個案為教材，在真實故事背景下討論、辯證與模擬，可培養學生主動學習、邏輯思考、獨立作業的能力。足以彌補傳統單向知識傳授的不足。
- 第四、國內幾所具有領導地位的商管學院，如：台大、政大…等，已接連派人到哈佛商管學院取經，學習此個案教學法，而且更不惜斥重資打造哈佛式的個案教學教室。本校管理學院已有十多位教師赴美國哈佛大學參加研習，並獲得了正式結業證書，在科技大學中，除台科大外，實為師資陣容堅強的個案教學團隊。