

世新大學九十四學年度碩士班招生考試試題卷

第 1 頁共計 1 頁

系 所 別	考 試 科 目
企管系	管理學

※考生請於答案卷內作答

1. What is organizational learning? How can knowledge management promote organizational learning? What determines which kind of knowledge management system a company should adopt? (25%)
2. One technique that has proved useful at promoting radical, but especially incremental, innovation is project management. What is project management? How should managers decide which projects to pursue? (25%)
3. Organizational politics comprises activities carried out within organizations to acquire, develop, and use power and other resources to obtain one's preferred outcomes. Discuss how you, as manager of the R&D function in a cosmetic products company, might try to increase your power and the power of your subunit to control more resources in a battle with marketing and manufacturing. (25%)
4. 平衡計分卡 (Balanced Scorecard) 係由 Robert Kaplan 及 David Norton 所提出，於一九九二年正式發表，它是一項策略之管理工具，可將公司之策略具體行動化，亦是一種全面衡量企業經營績效之管理方法。請就其內容、特質與管理功能闡釋之。 (25%)