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## 先秦思想之大禹君王形象分析

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### 摘要

大禹因治水的功勞成為君王，留下許多歷史紀錄和神話。大禹是中國古代的聖王，他所處的時代代表著上古的黃金時代。因此，許多儒家經典均以大禹為典範，其言行作為與政治思想，深深影響了儒家的思想。

本文將討論大禹治水對先秦思想之影響。大禹雖改變了禪讓政治，開啟了家天下時代，但孔子說：「巍巍乎！舜禹之有天下也，而不與焉。」孟子認為「天與賢，則與賢；天與子，則與子」。此說明中國政治具有天命觀，然而天命並不固定，因此君主必須戒慎恐懼才能保有天下。舜告誡禹：「有罪不敢赦。帝臣不蔽，簡在帝心。朕躬有罪，無以萬方；萬方有罪，罪在朕躬。」因此，禹認為要能做到「烝民乃粒，萬邦作乂」。

本文認為，「天惟時求民主」，使君主得以承天命，但天「視民知治不」。若民不聊生，則失天命。孔子盛讚禹「菲飲食，而致孝乎鬼神；惡衣服，而致美乎黻冕；卑宮室，而盡力乎溝洫」，就是理想中的聖王。禹的精神，代表著敬天、克己、養民，因而能獲得天命，使人「無間然矣」。

總之，大禹樹立了聖王的形象，即宗教上敬天，物質生活上儉僕，並在政治上興利。

**關鍵詞**，大禹，天命，儒家，治水

## 杭辛齋論京氏《易》

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### 摘要

杭辛齋為晚清民國之《易》學大家，深於《易》學，有目共睹。其學主象數，並由京氏《易》入手，故其說卦解爻亦常襲用其法。然論者對此著墨不多。本文有鑑於此，故撰為此文，以爬梳杭辛齋對於京氏《易》學之論述：對京氏《易》中八宮卦、世應、飛伏、納甲、卦氣諸說之申論，以及象數之用與對於京氏《易》之評價，盼能見其《易》學中京氏《易》學之樣貌。

**關鍵詞：**杭辛齋、《易》學、京氏《易》

林彥廷

## ***Hang Xinzhai's Discussions of Jing Fang's Yi Zhuan***

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### **Abstract**

*Hang Xinzhai*, a major yi-ologist during the late Qing Dynasty and the early Republic of China, whose accomplishments in yi-ology are significant. His being good at image-number started from his study of *Jing Fang's Yi Zhuan*. For that reason, he often followed the methods of *Jing Fang's Yi Zhuan* in explaining the connotations of the *hexagrams and trigrams*. Nevertheless, that following has not been much discussed by scholars. In view of that, this article was written to organize *Hang Xinzhai's discussions* of *Jing Fang's* yi-ology, i.e., his comments on *Jing Fang's Yi Zhuan* and his detailed expositions to its theories, such as Ba Gong Gua, Shi Ying, Fei Fu, Na Jia and Gua Qi, in order to see the appearance of *Jing Fang's* yi-ology represented in *Hang Xinzhai's* yi-ological theories.

**Keywords:** *Hang Xinzhai*, yi-ology, *Jing Fang's Yi Zhuan*.

## 謝靈運仕隱對立觀對其山水詩的影響

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### 摘要

謝靈運為劉宋時代山水詩的奠定詩人，其模山範水的方式，一改玄言詩之粗陳山水，而以逼真化的寫實方式為之，並且其所偏好描摹者，乃深山大壑之景物。本文以謝氏之生平及性格為進路，解釋其山水詩中之景物呈顯此種特徵之因，認為：謝氏因不得志於朝廷，於是強調仕隱對立的觀念，此使「跡」之所在具有顯現價值高下的作用，於是其遊之「跡」在與「道」並生之山林，便反襯出朝廷之失德。而對於「跡」的重視，其人真實在山林之中的身影，便必須有以突出，這可為謝詩以逼真化的書寫方式描摹山水，提出一項解釋。並且，在「跡」意識的籠罩下，謝靈運所隱、所遊之「跡」，甚且到達人所未至之絕境，這在謝詩中也就具有了獨特的象徵意義，象徵著謝靈運是人所未能至的「第一人」。「第一人」而未能有與其相稱的位遇，其貶斥、對抗朝廷之意自也寓於其中。

**關鍵詞：**謝靈運、仕隱、山水詩

## **On the Influence of Xie Ling-Yun's Conception of Official-Hermit Confrontation on His Landscape Poetry**

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### **Abstract**

Xie Ling-Yun was the founder of landscape poetry. He changed the roughly-writing pattern of landscape of metaphysic poetry into the realism pattern. Besides the descriptive quality of his landscape poetry, the landscape that locate far from one could reach was his favorite also. This paper discusses the formation of Xie's landscape poetry by examining his biography and character to understand the reason that shaping the features of his landscape poetry. According to his biography, Xie's ambition of polity was defeated by the emperor so he emphasized the conception of official-hermit confrontation to show the emperor was not legitimate. His practice, based on the traditional conception of 'Tao', had to happen in real traveling and sightseeing in the landscape to make believe. For achieved this aim, thus the descriptive quality of his landscape poetry was demanded. Furthermore, reaching the places that no one had ever been could show the symbolic meaning that he was the 'first man'. Since the 'first man' could not get the official position what he should get, the mistake was made by the emperor without doubt.

**Keywords: Xie Ling-Yun, Official-Hermit, Landscape poetry**

## 創新商業模式之研究——以水產"G"公司為例

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### 摘要

本研究的動機係在藉著實務與理論對照與呼應，提供營運中的中小企業主，未來經營公司發展之參考，本研究以中小企業(水產 G 公司)為例，將商業模式四個構面為基礎(價值主張、基礎設施、顧客介面、成本效益)，導入 SWOT 分析交叉評估及探討，幫助公司重新思考經營策略，發現全新的機會，創新公司商業模式，以達成獲利極大化之目的。本研究使用結構式訪談法來驗證，以水產 G 公司為研究對象，進行交叉評估及探討。研究結果發現：一、以顧客介面觀點來看，水產 G 公司長期較不重視顧客關係管理及行銷作為，若改變經營策略，將可提升公司價值。二、創新商業模式評估，可以讓公司評估其市場地位的健全程度，也就是從現行商業模式中找出新的機會點。

**關鍵字：**商業模式、SWOT 分析、經營策略



# **The Study on Business Model Innovation - A Case Study of "G" Aquatics Company**

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## **Abstract**

In this study, practice and theory by comparison with the echoes, hoping to make the operation of the small business owners, to provide reference for future development of the operation.

This paper tries to take small and medium-size enterprises (aquatic product Company G) for example. Based on the business model of four dimensions (value proposition, infrastructure, customer interface, cost-effectiveness); introduce SWOT analysis to explore and help companies to rethink its business strategies, find the new opportunities, innovate companies business model to achieve the goal of profit maximization.

The present study used structured interviews to validate the method, in order to explore the G for the study, assessment and cross. The results showed that: 1. in the view of customer, in the early day of G was established. Taiwan's economic is pretty well, less competitive, easier to operate, and therefore less emphasis on long-term customer relationship management and marketing. If G changes its business strategy, G will enhance the value of the company; 2. Innovative business models to assess that allows organizations to assess the robustness of its market position, which is hoping to find new opportunities from the current point in the business model.

**Keywords: Business Model、SWOT analysis、Business strategy**

## 梁啟超的醫療觀

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### 摘要

梁啟超是清末民初集哲學家、政論家、史學家、文學家、教育家於一身之傑出人物。他專志於各項政治與學術事業之際，是伴著宿疾與至親重病乃至死亡的，他面對著諸多切身的醫療課題。本文主要採取文本分析法，輔以歷史研究法，針對梁啟超的醫療觀加以梳理、歸納。本文歸結出他面對自己與至親疾病乃至死亡的態度、理念和作法有六項：（一）罹病而衍生之愁，人所不免；（二）治療採西醫為主，輔以中醫；（三）平情看待醫誤案，隨順因緣；（四）親情之護持撫慰，最能寬心；（五）涵泳於書藝詩文，有益療癒；（六）取資佛法之奧言，可得妙緒。這些醫療觀頗值參考。

**關鍵詞：**梁啟超、醫療觀、血尿

# **Liang Qichao's Medical Concept**

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## **Abstract**

Liang was the elite of philosopher, political commentator, historian, litterateur and educator during the late Qing dynasty and early Republic (1873-1929). While he was dedicating himself into varied political and academic career, he also faced complex health treatments till the end, including his own chronic diseases and his very sick beloved. This paper mainly adopts text analysis, supplemented with historical research, to collate and induct Liang medical concept, and it has concluded 6 essential points, according to Liang's attitude, ideas and experience to his own and loved ones' illness, 1) worries derived from the sickness, and it is inevitable, 2) treatment mainly adopts western medication, but supplemented with traditional Chinese medication, 3) normal to look cases of medical mishaps, and it is along with the fate, 4) accompany and protection from the family is the most soothing, 5) soaking in calligraphy arts and poetry is the most beneficial for healing, 6) acknowledged Dharma's esoteric language could be rewarded for wonderful clue. These medical views deserve quite a reference.

**Keywords: Liang Qichao, medical concept, hematuria**

## 《孝經》管理思維融入學校組織 ——以「中山高級工商職業學校」為例

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### 摘要

組織的運作成效往往取決於上位者的管理能力，有效的管理是確保組織永續經營不可或缺的條件。本文嘗試以《孝經》為中心，探究孝治之道如何運用在當代學校組織中被實踐，讓學問達到通經致用之可能性。本文在研究步驟上除了「前言」、「結論」外，在各章安排上主要分成三點延伸：為「中山工商教育理念與辦學特色」、「五孝與學校組織之關係」及「孝治思想對中山工商的啟示」。《孝經》是一部可以讓人具有高度自律能力及強烈道德感的經典，透過吸取先人的處事智慧，要求自身從每一個細節處做起，培養健全的道德情操，創造永續經營、可大可久的組織文化。

**關鍵詞：**孝經、中山工商、學校組織

黃慧如

## **Practicing the idea of the "Filial Piety" into the management of the school organization – the case study of “Chung-Shan Industrial and Commercial School”**

**Huang I-Ju**

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### **Abstract**

The leadership strikingly influenced school for not only the current efficiency but also the long-term development of the organization. This study draws upon the Chinese classic “Filial Piety” with the focus on three themes: the virtue of filial piety concealed within the goals and characteristics of Chung Shan Industrial & Commercial School, the dynamics of five filial pieties manifested by the school organizations, and the inspiration of filial piety to Chung Shan Industrial & Commercial School. This research concludes that the idea of classic “Filial Piety” could be seen as not only the piece advocating the self-discipline and morality for individuals, but also the principle of school management which will influence its current execution and also its future perspective.

**Key words : Filial piety classic, Chung-Shan industrial and commercial school, School organization**