

投資理財課程融入心智繪圖教學活動設計之研究

張麗娟

國立虎尾科技大學 財務金融系 副教授

摘 要

課程設計是以心智繪圖策略對大學生投資理財表現的影響為出發點，探究是否能有效提高學生研究投資報酬率與風險態度。另外也想瞭解機率、報酬率、專業知識、獲得資源、多元投資法、風險、配置意識等因子對學生投資決策之影響。

以雲林縣某大學通識學生研究對象，一班為實驗組，一班為對照組，進行八週實驗教學活動。採準實驗研究設計，實驗組28人（兩組不同的實驗介入）及控制組28人，共計56人。進行描述統計、單因子共變數分析等統計方法，並結合心智繪圖課程回饋單作統計分析探討。

研究結果發現：本課程採用心智圖課程繪圖設計能有效提高學生的學習成效、機率、專業知識、發現運用平台資源是影響學生研究投資績效的重要因子；又心智圖融入到基智網平台教學是影響學生投資規劃的重要因子；發現報酬率運算投資的題庫，對實驗組與控制組學生前後測皆無顯著影響。

關鍵詞：心智繪圖策略、行為認知與態度、課程意識、多元投資

聯繫作者：國立虎尾科技大學財務金融系，雲林縣虎尾鎮文化路64號。

電話：0968-533528

電子信箱：b12345.chang@gmail.com

Research on the Design of Teaching Activity Design of Integrating Investment and Financial Management into Mind Mapping

Lee-Chuan Chang

Associate Professor, Department of Finance, National Formosa University

Abstract

The course design is based on the influence of mental mapping strategies on the investment and financial performance of college students, and explores whether it can effectively improve students' research investment return rate and risk attitude. In addition, This study will also examine the impact of factors such as probability, rate of return, professional knowledge, access to resources, risk, and allocation awareness on students' investment decisions.

Taking general students from a university in Yunlin County as the research object, one class is the experimental group and the other is the control group, and an eight-week experimental teaching activity is carried out. A quasi-experimental research design was adopted, with 28 people in the experimental group (two different experimental interventions) and 28 people in the control group, totaling 56 people. Statistical methods such as descriptive statistics and one-way covariate analysis are carried out, combined with the feedback from the mind mapping strategy for single analysis and discussion.

The research results found that: the use of mind mapping strategy drawing design in this course can effectively improve students' learning effectiveness, probability, professional knowledge, and found that the use of platform resources is an important factor affecting students' research investment performance; An important factor affecting students' investment planning; it was found that the topic of return calculation investment had no significant effect on both the experimental group and the control group before and after the test.

Key words: mind mapping strategy, behavioral cognition and attitude, curriculum awareness, diversified investments

Contact the author: Department of Finance, National Formosa University, No. 64 Wenhua Road, Huwei Town, Yunlin County.

Tel: 0968-533528

E-mail: b12345.chang@gmail.com