朝陽科技大學 091學年度第1學期教學大綱
Introduction to Business 企業概論

當期課號	1717	Course Number	1717
授課教師	張志榮	Instructor	CHANG,JYH RONG
中文課名	企業概論	Course Name	Introduction to Business
開課單位	企業管理系(四日)一B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1. 具備完整的企業基礎知識,2. 瞭解管理學基本理論、技術與實務，3.知道管理理論與技術在企業各部門之應用，以便有能力進一步學習各種企業功能別的管理課程。i.e.,企管馬步好，五管開通早。 主要內容：1. 企業類型，2. 企業各職能部門之運作與管理，3. 規劃、組織、用人、領導與控制之管理理論與技術。	Objectives	The objective of this course is to help students to build a fundation of basic knowledge about business and management. Topics include types of businesses, system concept, bisiness functions, and major management theories.
教材	主題講授；個案研究；小組報告	Teaching Materials	Didactics;Case study;Out-fit-panel report
成績評量方式	期中考:25% 出席狀況,書面及口頭報告:25% 期末考:25% 平時測驗:25%	Grading	Mid-term exam:25% Presence,written and oral report:25% Final exam:25% quiz:25%
教師網頁	_		
教學內容	本課程爲大一新生的基礎課程，其目的在介紹企業經營相關的基本知識以及建立對企業經營的整體觀念，以作爲修習其他管理課程之基礎。每章輔以個案教學訓練學生在面對問題時具備分析能力並增進同學之互動及合作。	Syllabus	Students of business need to understand how the whole business works and how the parts fit together.They need to understand how the business environment and the industry in which the firm operates-affects business decisions and actions.They also need to realize that quality,teamwork,and technology apply across the board.The use of many examples of how businesses operate and tying those examples together as much as possible.

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