朝陽科技大學 091學年度第1學期教學大綱
Business Administration 企業管理

當期課號	4197	Course Number	4197
授課教師	程永明	Instructor	CHENG,YUNG MING
中文課名	企業管理	Course Name	Business Administration
開課單位	企業管理系(二日)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程乃朝向提昇學生對於企業管理方面知識之領會而設計，本課程之目的有二：（1）使學生熟悉管理所需之知識與技巧；（2）輔助學生評估環境變遷對於企業之影響並取得適當之策略對此改變做出適切之回應。	Objectives	This course is designed to enhance the understanding of business administration. The specific objectives are two: (1) to acquaint the student with the knowledge and skill needed for management, and (2) to assist the students in evaluating the impact of environmental changes on business and derive strategies to respond to these changes.
教材		Teaching Materials	
成績評量方式	1.期中報告 50% 2.期末考試 40% 3.課堂參與 10%	Grading	Mid-term report 50% Final exam 40% Participation 10%
教師網頁	_		
教學內容	本課程乃朝向提昇學生對於企業管理方面知識之領會而設計，本課程之目的有二：（1）使學生熟悉管理所需之知識與技巧；（2）輔助學生評估環境變遷對於企業之影響並取得適當之策略對此改變做出適切之回應。	Syllabus	This course is designed to enhance the understanding of business administration. The specific objectives are two: (1) to acquaint the student with the knowledge and skill needed for management, and (2) to assist the students in evaluating the impact of environmental changes on business and derive strategies to respond to these changes.

尊重智慧財產權，請勿非法影印。