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	6283	Course Number	6283
授課教師	張志榮	Instructor	CHANG,JYH RONG
中文課名	企業管理	Course Name	Business Administration
開課單位	企業管理系(二進)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	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	本課程爲所有商管學生必修的基礎課程，面對今日競爭的世界及迎接經濟轉型期的挑戰，更有賴專業企管的知識與人才，本課程目的在提供修習後續專業課程時先對企管有一概括性的認識，並且對管理各項活動有一整體觀念。另輔以個案教學訓練學生在面對問題時能分析並解決問題。「建立基礎知識庫，企管生涯更傑出」。	Syllabus	The traditional paradigm for organizing management textbooks has been the "functional approach." This course has two dis-tinct objectives:1.to introduce a new management paradigm and 2.to effectively combine the basic concepts of management and organizational behavior into a single volume.The use of many examples of how businesses operate and tying those examples together as much as possible.

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