

朝陽科技大學 091學年度第1學期教學大綱
Strategic Management of Recreational Business 休閒產業策略經營管理

| | | | |
|---------------|--|---------------------------|--|
| 當期課號 | 6775 | Course Number | 6775 |
| 授課教師 | 吳松齡 | Instructor | SUNG,LING WU |
| 中文課名 | 休閒產業策略經營管理 | Course Name | Strategic Management of Recreational Business |
| 開課單位 | 休閒事業管理系(二進)五A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 以策略與經營管理之學理探討休閒產業經營策略，另輔以個案研討方式，釐清同學概念，協助同學瞭解與操作策略經營管理。 | Objectives | This course provides students a thorough introduction of the characteristics of leisure industry and the skills of strategic management. Hopefully it is useful for the students in the field of leisure industry in the future. |
| 教材 | 以實務講演方式教學為主並配合投影片/ppt方式教學以收學習績效。 | Teaching Materials | By Lecture,Profile Projector,ppt. |
| 成績評量方式 | 平時(參與討論與績效考核)成績30%，期中(讀書報告)成績30%，期末(專題研究報告)成績40%。 | Grading | Class participation & Performance...30% Mid. Term...30% Final Examijation...40% |
| 教師網頁 | - | | |
| 教學內容 | 新世紀休閒產業面臨之挑戰，經由休閒產業個案之策略規劃與管理，並以優質服務與品質管理機制之運作與管理，將休閒產業經由休閒活動與策略經營、競爭工程分析、顧客滿意...等系列顧客經營與產業服務之策略執行，將休閒產業經營管理導入優勢競爭之產業。 | Syllabus | In order to train professionals in Lesiure Management,This course offers courses in fundamental theories such as direct service delivery,Program planning,Strategic management and program management.This course also strongly emphasizes a case study approach and learning by practical training.The main research field include:Providing lisure experience,assessing customer needs,implementing policy,and marketing planning. |

尊重智慧財產權，請勿非法影印。