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爲主並配合投影片/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.

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