# 朝陽科技大學 091學年度第2學期教學大綱
# Club Management 俱樂部經營管理

| | | | |
|---|---|---|---|
| **當期課號** | 4352 | **Course Number** | 4352 |
| **授課教師** | 張君如 | **Instructor** | CHANG,CHUN JU |
| **中文課名** | 俱樂部經營管理 | **Course Name** | Club Management |
| **開課單位** | 休閒事業管理系(二日)四A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 2 | **Credits** | 2 |
| **課程目標** | 以會員制的體適能健身俱樂部爲主要的教學重點, 介紹國內外俱樂部的發展, 規劃 ,經營與管理的現況。 | **Objectives** | The purpose of this course is focus on the introduction of health(fitness, or wellness) club management, especially, its planning, management and development. |
| **教材** | 講課<br>個案討論<br>小組報告<br>校外教學 | **Teaching Materials** | Lecture<br>Case Discussion<br>Group presentation<br>Guest Speakers |
| **成績評量方式** | Attendance: 20%<br>Reading Sharing & Report: 20%<br>校外教學＆參觀報告： 20%<br>Final Projects: 40% | **Grading** | Attendance: 20%<br>Reading Sharing & Report: 20%<br>校外教學＆參觀報告： 20% |
| **教師網頁** | | | |
| **教學內容** | 以會員制的體適能健身俱樂部爲主要的教學重點, 介紹國內外俱樂部的發展, 規劃 ,經營與管理的現況 | **Syllabus** | The purpose of this course is focus on the introduction of health(fitness, or wellness) club management, especially, its planning, management and development |

尊重智慧財產權，請勿非法影印。