

朝陽科技大學 091學年度第2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	6816	Course Number	6816
授課教師	李文題	Instructor	LEE,WEN TYI
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)四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	講述法 合作學習 發表	Teaching Materials	Lecture Cooperation Learning Presentation
成績評量方式	出缺勤10%，課堂討論10%，作業25%，分組報告25%，期末考30%	Grading	attendance 10% Discussion 10% assignments 25% Group Presentation 25% Final Exam 30%
教師網頁	-		
教學內容	本課程之教學旨在使學生對休閒事業之特性及策略管理之技巧作一全面的介紹，希望未來對學生服務於業界有所助益。	Syllabus	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.

尊重智慧財產權，請勿非法影印。