

朝陽科技大學 091學年度第2學期教學大綱

Administration and Diagnosis of Leisure Industry 休閒產業經營分析與診斷

當期課號	7356	Course Number	7356
授課教師		Instructor	
中文課名	休閒產業經營分析與診斷	Course Name	Administration and Diagnosis of Leisure Industry
開課單位	休閒事業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<p>休閒遊憩產業於21世紀已為明星產業，同時也是政府重點施政方針產業之一，本課程將經由企業診斷、內部控制、內部稽核與休閒產業的經營與管理作為本課程之授課主軸，並於各單元中深入介紹診斷之技術與方法，期使學習者能於課程中學習如何使休閒遊憩事業之經營績效予以提昇，及在課程中深入淺出的了解休閒遊憩事業的經營管理成功之關鍵因素，期能協助學習者了解與應用企業診斷以達成經營休閒遊憩事業的永續發展的企業共同願景。</p>	Objectives	<p>In order to train professionals in the diagnosis of recreation management, This course offers in fundamented theories, such as : Recreation concepts、Leisure activity、Leisure strategy management、Operation management、Financial management、Marketing management、R & D management、Risk & emergency management、diagnosis of recreation management etc, This course also strongly emphasizes a case study approach and learning by practical training, The main research functions include providing experience of recreation management strategies、sustainable leisure & recreation enterprise.</p>
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁	-		
教學內容		Syllabus	

尊重智慧財產權，請勿非法影印。