朝陽科技大學 092學年度第1學期教學大綱
Green Enterprise 綠色產業

當期課號	2222	Course Number	2222
授課教師	李正豐	Instructor	LEE,CHENG FENG
中文課名	綠色產業	Course Name	Green Enterprise
開課單位	環境工程與管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	目標：介紹綠色產業的形成，重要性以及國際發展趨勢，培養學生對此行業的敏感度去發掘創業機會。主要內容：1.綠色產業的形成、2.國內外現況以及發展趨勢、3.環保標章制度、4.個案研討。	Objectives	The environmental issues have become a major concern for all business in the last decades. Although it is difficult to inter-relate human effects within the complex processes of ecological system, public and business awareness of environmental problems has certainly risen as scientific knowledge has advanced and as environmental problems have been aggravated. A new era in business-environment relationship has arrived. This course will focus on the discussion of the international environmental issues and their effect on the domestic business.
教材	講授、專題討論及報告	Teaching Materials	Lectures, discussions, and presentation
成績評量方式	期中考 30%，期末考 30%，期末報告 30%，出席與討論 10%。	Grading	Mid-term exam 30%, Final exam 30%, Term paper 30%, and Participation 10%.
教師網頁			
教學內容	本課程主要內容有：(1)發展具有環保概念的行銷策略，和改善組織環境績效的方式；(2)分析企業所面臨的綠化壓力，和隨著綠化而產生的利益與風險；(3)全面思考環境對企業的衝擊，包括直接衝擊、顧客需求的改變、競爭環境的改變、法律的改變及間接的衝擊；及(4)運用實際個案分析，說明台灣企業在綠色議題的回應，並策劃企業永續經營的願景。	Syllabus	This course will cover: (1) to develop a new paradigm for green marketing, (2) to improve the environmental performance within the company, (3) to introduce a win-win policy for product development, and (4) to fulfill case studies and discussions.

尊重智慧財產權，請勿非法影印。