

朝陽科技大學 092學年度第1學期教學大綱
Business Administration 企業管理

當期課號	4158	Course Number	4158
授課教師	田靜婷	Instructor	TIEN,CHING TING
中文課名	企業管理	Course Name	Business Administration
開課單位	保險金融管理系(二日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1.使學生了解管理的本質與內容之相關知識 2.使學生能應用管理技能於企業實務與個人生活 3.使學生具備管理哲學與多面思考的態度 4.可做為學生問題分析與思考能力的培養	Objectives	1.Enabling students to understand knowledge on nature and contents of management. 2.Enabling students to apply management skills in business practice and personal life. 3.Enabling students to have attitudes of management philosophy and multiple thinking. 4.Helping students on having ability of problem analysis and thinking.
教材	課堂講解 個案研討 個案報告	Teaching Materials	Lecture Case Study Reports
成績評量方式	期中考30%、期末考40%、平時與個案30%	Grading	Mid Exam 30%, Fin Exam 40, Case study 30%
教師網頁	-		
教學內容	了解管理的內涵與功能，藉由個案的探討與實例的講解，能運用管理概念於日常生活中。	Syllabus	Understand management functions, roles and skills. Students could apply management concepts in life through lecture and case study.

尊重智慧財產權，請勿非法影印。