

朝陽科技大學 092學年度第1學期教學大綱
Diagnosis of Recreation Management 休閒遊憩事業經營診斷

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| 當期課號 | 6469 | Course Number | 6469 |
| 授課教師 | 吳松齡 | Instructor | SUNG,LING WU |
| 中文課名 | 休閒遊憩事業經營診斷 | Course Name | Diagnosis of Recreation Management |
| 開課單位 | 休閒事業管理系(二進)五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 fundamental 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 | 以實務講演方式教學為主，並配合投影片或ppt方式教學，以達成學生之學習績效。 | Teaching Materials | By Lecture, Profile, Projector, ppt。 |
| 成績評量方式 | 平時出席參與成績20%，個案研討成績20%，期中考試成績30%，期末書面報告成績30%。 | Grading | Class participation 20%, Case-study 20%, Mid. Term 30%, Final Report 30%。 |
| 教師網頁 | - | | |
| 教學內容 | <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> | Syllabus | <p>In order to train professionals in the diagnosis of recreation management, This course offers in fundamental 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> |

尊重智慧財產權，請勿非法影印。