朝陽科技大學 092學年度第2學期教學大綱
Management 管理學

當期課號	1438	Course Number	1438
授課教師	張志榮	Instructor	CHANG,JYH RONG
中文課名	管理學	Course Name	Management
開課單位	企業管理系(四日)一B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由課程單元主題的講授、課堂參與討論、個案研討，結合理論探討、個案分析、適當回饋，有效幫助同學瞭解管理學的內涵、原理原則，及管理實務應用。	Objectives	through topic lecturing, case stduy and proper feedback to offering students insight of various aspects of management theory and practice.
教材	主題講授，個案研究，小組報告	Teaching Materials	Didactics,Case study,Out-fit-panel report
成績評量方式	期中考:25% 出席狀況,書面及口頭報告:25% 期末考:25% 平時測驗:25%	Grading	Mid-term exam:25% Presence,Written and Oral report:25% Final exam:25% quiz:25%
教師網頁			
教學內容	本課程爲所有商管學生必修的基礎課程，面對今日競爭的世界及迎接經濟轉型期的挑戰，更有賴專業企管的知識與人才，本課程目的在提供修習後續專業課程時先對企管有一概括性的認識，並且對企業各項活動有一整體觀念。另輔以個案教學訓練學生在面對問題時能分析並解決問題。「建立基礎知識庫，企管生涯更傑出」。	Syllabus	The traditional paradigm for organizing management textbooks has been the "functional approach." This course has two dis-tinct objectives:1.to introduce a new management paradigm and 2.to effectively combine the basic concepts of management and organizational behavior into a single volume.The use of many examples of how businesses operate and tying those examples together as much as possible.

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