朝陽科技大學 092學年度第2學期教學大綱
Business Development and Management 業務開拓與管理

當期課號	1456	Course Number	1456
授課教師	嚴國慶	Instructor	YAN,KUO QIN
中文課名	業務開拓與管理	Course Name	Business Development and Management
開課單位	企業管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要在於傳授學生業務開拓與管理之相關理論及內涵，並輔以案教學，使學生從個案討論之訓練中充實業務開拓與管理實務知識。本課程主要內容如下：1.訓練學生如何推銷產品2.增進學生對業務管理的能力與價值3.強化學生與業界的人脈經營。	Objectives	The analyzing and designing of business development and management focus on the undergraduate level course. This course provides and analysis of business development and management and its importance in the economy and in business management. To train the capability of students in products promotion, value improving, and relationship enhancing.
教材	嘗試與企業合作，提供實習機會，訓練學生接觸真正的職場工作	Teaching Materials	
成績評量方式	心得報告 50% 實習成績 50%	Grading	
教師網頁			
教學內容	爲配合提升就業能力，本課程將引用業界對於業務開拓的訓練教材，來訓練同學如何面對客戶，如何表達自己，介紹產品，使交易完成。	Syllabus	To imoprove the ability of job application for students, the course try to use the training material coming from enterprises in realworld to help students learn to face customers, to present their ideas, and to introduce their products to make the transaction a deal.

尊重智慧財產權，請勿非法影印。