

朝陽科技大學 092學年度第2學期教學大綱
Diagnosis of Recreation Management 休閒遊憩事業經營診斷

當期課號	4238	Course Number	4238
授課教師	賴文仁	Instructor	LAI,WEN JEN
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(二日)四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	<p>1.使命、狀況、分析、比較、結論，與企業經營相結合，運用於企業狀況的判斷上，以協助從事實務工作者做出最合宜的行動方案決策</p> <p>2.本科目教材、成績評分標準與要求、交件截止日期以及其他未盡事項，以授課老師在該學期課堂宣布為準。</p>	Teaching Materials	<p>lecture, discussion, case study, presentations and diagnosis</p>
成績評量方式	<p>口頭報告 30%，個案分析 30%，專題討論報告30%，出席率10%</p>	Grading	<p>Presentation 30%, Case study 30%, Final report 30% 2.Participation 10%</p>
教師網頁	<p>www.cyut.edu.tw/~andy lai</p>		
教學內容	<p>產業內的競爭分析與資訊來源，以便針對問題與環境變化提出對策。</p>	Syllabus	<p>This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes.</p>

尊重智慧財產權，請勿非法影印。