

朝陽科技大學 092學年度第2學期教學大綱  
Leisure Industry Investment and Development 休閒產業投資與開發

當期課號	7777	Course Number	7777
授課教師	陳宗玄	Instructor	CHEN,TZONG SHYUAN
中文課名	休閒產業投資與開發	Course Name	Leisure Industry Investment and Development
開課單位	休閒事業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	經由休閒產業的界定與分析，介紹投資開發之決策流程，讓學生瞭解休閒產業投資開發之基本概念與分析技巧。	Objectives	Through the define of the leisure industry and analyze, introduce the decision process of investment , let the student understanding the basic concept and analyze technique of leisure industry investment.
教材	課堂講授 問題討論	Teaching Materials	Teaching Discussion
成績評量方式	平常成績 30% 期末報告 30% 書面報告 40%	Grading	Common 30% Term report 30% Term paper 40%
教師網頁	-		
教學內容	經由休閒產業的界定與分析，介紹投資開發之決策流程，讓學生瞭解休閒產業投資開發之基本概念與分析技巧。	Syllabus	Through the define of the leisure industry and analyze, introduce the decision process of investment , let the student understanding the basic concept and analyze technique of leisure industry investment.

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