

朝陽科技大學 093學年度第1學期教學大綱  
英文課名尚未輸入 全球經營管理實務

當期課號	7674	Course Number	7674
授課教師	嚴國慶	Instructor	YAN,KUO QIN
中文課名	全球經營管理實務	Course Name	英文課名尚未輸入
開課單位	企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	本課程除了強化學生對於全球化企業經營管理方面理論與實務之結合以外，更強調透過實地海外參訪典範企業來深度了解海外企業經營與成功之道。	Objectives	The course aims to deepen the connection between the theory and practice of business management, and to broaden the perspective to the practice of management in worldwide industries. It is hoped that students learn to master the ability of applying management theories in various overseas businesses by learning from benchmarking excellent management practices.
教材	各受參訪企業之網頁	Teaching Materials	
成績評量方式	心得報告 50% 研討參與程度 50%	Grading	Presentation and Report 50% Interactive rate 50%
教師網頁	-		
教學內容	海外企業參訪 跨國企業參訪 企業全球化成功關鍵因素分析 參訪心得研討	Syllabus	The course aims to deepen the connection between the theory and practice of business management, and to broaden the perspective to the practice of management in worldwide industries. It is hoped that students learn to master the ability of applying management theories in various overseas businesses by learning from benchmarking excellent management practices.

尊重智慧財產權，請勿非法影印。