朝陽科技大學 094學年度第1學期教學大綱
Management 管理學概論

當期課號	0190	Course Number	0190
授課教師	劉興郁	Instructor	LIU,SHIN YUH
中文課名	管理學概論	Course Name	Management
開課單位	跨院通識(日)	Department	
修習別	選擇必修	Required/Elective	Intercollegiate General Education Topics
學分數	2	Credits	2
課程目標	本課程目的在於探討管理理論，厚植管理各領域之基本認識，以促進未來同學在工作與生活中能應用管理學的核心理念以提升工作與生活之品質・並藉由多元化的學習型態與活動，例如訪談、案例研討、角色扮演、競賽、課堂報告等豐富學習深度與理論應用能力・課程內容主要包括：管理理論介紹、管理案例分析、管理核心效能介紹與練習・	Objectives	The purpose of this course is to acknowledge students with the context management theories and practical implementation history through the lectures, case study, discussion, role playing and business games that can help them better understand current management theory and practice. Thus, in order to understand the theories and practices used today, it's important for management students to look at the evolution of management thought and practices. The practice of management has always reflected historical times and societal conditions. For instance, innovation, global competition, and general competitive pressures reflect today's reality: innovate or lose. The following subjects will be included: Management yesterday and today, Planning, Organizing, Leading, Controlling.
教材	管理學，中山大學企業管理學系著・前程企管公司	Teaching Materials	
成績評量方式	1.課堂參與及筆記(15%)，2. 專題研究心得報告(15%)，3. 讀書報告(10%)，4.期中考(30%)，5.期末考(30%)	Grading	Class participation(15%), Presentation(15%), Reading report(10%), Mid-term test(30%)，Final test(30%).
教師網頁	www.cyut.edu.tw/~syliu		
教學內容	管理概論 管理理論的演進 組織環境與文化 社會責任與管理道德 決策：管理工作的本質 規劃 策略管理 規劃的工具與技術 組織結構與設計 溝通與資訊科技 人力資源管理 變革與創新 行爲的基礎	Syllabus	1. Introduction to Management and Organizations. 2. Management Yesterday and Today. 3. Organizational Culture and Environment: The Constraints. 4. Managing in a Global Environment. 5. Social Responsibility and Managerial Ethics. 6. Decision-Making: The Essence of the Manager's Job. 7. Foundations of Planning. 8. Strategic Management. 9. Planning Tools and Techniques. 10. Organizational Structure and Design. 11. Communication and Information Technology. 12. Human Resource Management. 13. Managing Change and Innovation. 14. Foundations of Behavior. 15. Understanding Groups and Teams. 16. Motivating Employees. 17. Leadership. 18. Foundations of Control.

			19. Operations and Value Chain Management.

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