# 朝陽科技大學 094學年度第1學期教學大綱
# Business Administration 企業管理

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| **當期課號** | 1115 | **Course Number** | 1115 |
| **授課教師** | 程永明 | **Instructor** | CHENG,YUNG MING |
| **中文課名** | 企業管理 | **Course Name** | Business Administration |
| **開課單位** | 企業管理系(二日)三B | **Department** | |
| **修習別** | 必修 | **Required/Elective** | Required |
| **學分數** | 3 | **Credits** | 3 |
| **課程目標** | 本課程乃朝向提昇學生對於企業管理方面知識之領會而設計，本課程之目的有二：（1）使學生熟悉管理所需之知識與技巧；（2）輔助學生評估環境變遷對於企業之影響並取得適當之策略對此改變做出適切之回應。 | **Objectives** | This course is designed to enhance the understanding of business administration. The specific objectives are two: (1) to acquaint the student with the knowledge and skill needed for management, and (2) to assist the students in evaluating the impact of environmental changes on business and derive strategies to respond to these changes. |
| **教材** | 企業管理 | **Teaching Materials** | Business Management |
| **成績評量方式** | 1.期中考試 40%<br>2.期末考試 40%<br>3.課堂參與 20% | **Grading** | Mid-term exam 40%<br>Final exam 40%<br>Participation 20% |
| **教師網頁** | _ | | |
| **教學內容** | 本課程乃朝向提昇學生對於企業管理方面知識之領會而設計，本課程之目的有二：（1）使學生熟悉管理所需之知識與技巧；（2）輔助學生評估環境變遷對於企業之影響並取得適當之策略對此改變做出適切之回應。 | **Syllabus** | This course is designed to enhance the understanding of business administration. The specific objectives are two: (1) to acquaint the student with the knowledge and skill needed for management, and (2) to assist the students in evaluating the impact of environmental changes on business and derive strategies to respond to these changes. |

尊重智慧財產權，請勿非法影印。