朝陽科技大學 094學年度第1學期教學大綱
Business Psychology 商業心理學

當期課號	2084	**Course Number**	2084
授課教師	李延熹	**Instructor**	LEE,YAN SHEI
中文課名	商業心理學	**Course Name**	Business Psychology
開課單位	應用外語系(四日)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	本課程在於使同學了解商業心理學中消費者的心理活動、需求心理學、行爲特點等的內容，使同學易於進入此一領域。	**Objectives**	The contents of this course range from consumer psychological activities, demand psychology, behavior characteristics, and so on. The course is to familiarize students with all these contents.
教材	Framework for Marketing Management Marketing Mistakes	**Teaching Materials**	
成績評量方式	期中考 40% 期末考 40% 報告 20%	**Grading**	midterm 40% final 40% report 20%
教師網頁			
教學內容	本課程是從行銷學與個案分析的方式切入分析商業心理學的實務與經驗 兩本原文教科書必須精讀後 上課才能夠瞭解與分享內容	**Syllabus**	We use two English books on Marketing as well as case studies to show how pscyhology is applied to business. Students are required to have a basic understanding of these books and read them in details or they would not be able to share and discuss things in class.

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