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

當期課號	3049	Course Number	3049
授課教師	李柏英	Instructor	LEE,PO YING
中文課名	企業管理	Course Name	Business Administration
開課單位	財務金融系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	教學目標:1.瞭解各種主要管理理論，2.從理論認識管理實務，3.建立進一步學習各種進階管理課程的能力。主要內容:企業類型，管理者活動，管理環境，決策，管理程序：計劃、組織、用人、領導、與控制，組織變革。	Objectives	The objective of this course is to help students to understand the major management theories, to know about the practice of management, and to lay down the foundation for advanced courses of management. The major topics include types of business, manager's activities, management environment, decision making, management process: planning, organizing, staffing, leading, and controlling; and organizational change.
教材	Rue, L. W. & Byars, L. L.(2003)。Mangement:Skills and Application(10th ed.)。管理學：技能與應用（第十版）。林財丁譯。台中：滄海書局台中：滄海。 張緯良（2003）。管理學。台北：雙葉。	Teaching Materials	
成績評量方式	◎個案討論：50% ◎期中考：25% ◎期末考：25%	Grading	case study: 50% mid-term exam: 25% final exam: 25%
教師網頁			
教學內容	教學目標:1.瞭解各種主要管理理論，2.從理論認識管理實務，3.建立進一步學習各種進階管理課程的能力。 主要內容:企業類型，管理者活動，管理環境，決策，管理程序：計劃、組織、用人、領導、與控制，組織變革。	Syllabus	The objective of this course is to help students to understand the major management theories, to know about the practice of management, and to lay down the foundation for advanced courses of management. The major topics include types of business, manager's activities, management environment, decision making, management process: planning, organizing, staffing, leading, and controlling; and organizational change.

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