

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	3270	Course Number	3270
授課教師	陳錦瑤	Instructor	CHEN,CHIN YAO
中文課名	企業管理	Course Name	Business Administration
開課單位	會計系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由企業管理課程基本學理與實務個案之探討,讓初入門者能以更深入之觀點來學習本課程,同時亦能藉此課程讓同學了解,本課程對於研讀商學院學生之重要性。	Objectives	By the way of introducing the basic theory and case study, this course identifies the nature and the importance of business administration for the business students.
教材	O.C.Ferrell & Geoffrey Hirt, 于卓民審訂, 企業管理Business: A Changing World, Third Edition, 智勝, 台北, 2002.	Teaching Materials	
成績評量方式	1.Formative evaluation (Oral and informal quizzes during semester) .30% / 2.Summative evaluation (Mid-term and final examinations) .30% / 3.Assignments and reports.30% / 4.Study attitude and attendance.10%	Grading	1.Formative evaluation (Oral and informal quizzes during semester) .30% / 2.Summative evaluation (Mid-term and final examinations) .30% / 3.Assignments and reports.30% / 4.Study attitude and attendance.10%
教師網頁	-		
教學內容	修習完本課程之後, 學生應能: 1.瞭解企業管理的基本概念。 2.具備企業經營的基本能力。 3.透過書中個案更瞭解職場文化及企業營運的決策能力。 4.瞭解美國與台灣本土企業型態及相關課題。 5.具備企業管理及經營的素養。 6.能以正確的態度面對企業管理複雜性的影響。	Syllabus	Learning the course can get to know about how to manage a business, and equipt basic ability. Students will learn about correct attitude to face the complex problems happened in a business.

尊重智慧財產權，請勿非法影印。