

朝陽科技大學 094學年度第1學期教學大綱  
**Organization and Management in Leisure Industry 休閒產業組織與管理**

當期課號	7106	Course Number	7106
授課教師	鄭政宗	Instructor	CHENG,CHENG CHUNG
中文課名	休閒產業組織與管理	Course Name	Organization and Management in Leisure Industry
開課單位	休閒事業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程提供學生整體性之組織行為與管理概念，主要有二個目標（1）簡介休閒產業的管理範例（2）有效的連結組織行為與管理的基本概念。本課程透過單元主題的講授及個案研討提供學生在組織與管理上的多元觀點與演練。	Objectives	This course provides a roadmap on management and organizational behavior for students. This course has two objectives: (1) to introduce a new management paradigm in leisure industry and (2) to effectively combine the basic concepts of management and organizational behavior into a single volume. Through topic lecturing, case study to offering students insight of various aspects of management and organizational behavior theory and practice.
教材	"Organization Theory and Design" 7th 華泰圖書 組織行為 張笠雲 三民書局	Teaching Materials	
成績評量方式	平時考核10%，報告25%，課堂討論15%，期末考25%，學期報告25%	Grading	evaluate in class 10% discuss on class 15% report 25% examination 70%
教師網頁	-		
教學內容	運用組織與管理之學術理論講授，配合休閒產業之個案分析與討論，讓同學清楚瞭解產業特性	Syllabus	The class help students to relize organization of leisure industryand and to discuss organizations bhavior.

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