# 朝陽科技大學 094學年度第2學期教學大綱
# Business Operations Diagnosis 企業經營診斷

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| 當期課號 | 3108 | Course Number | 3108 |
| 授課教師 | 程永明 | Instructor | CHENG,YUNG MING |
| 中文課名 | 企業經營診斷 | Course Name | Business Operations Diagnosis |
| 開課單位 | 企業管理系(四進)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策。 | Objectives | This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes. |
| 教材 | 講義 | Teaching Materials | loose-leaf materials issued to students |
| 成績評量方式 | 1.期末報告 50%<br>2.課堂參與 50% | Grading | 1.Final report 50%<br>2.Participation 50% |
| 教師網頁 | | | |
| 教學內容 | 本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策。 | Syllabus | This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes. |

尊重智慧財產權，請勿非法影印。