

朝陽科技大學 094學年度第2學期教學大綱
The Culture in American Enterprises 美國企業文化

當期課號	3365	Course Number	3365
授課教師	朱潤康	Instructor	CHU,JUN KANG
中文課名	美國企業文化	Course Name	The Culture in American Enterprises
開課單位	應用外語系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	介紹美國的企業文化，以個案分析方式使學生了解加強企業文化建設的重要性。	Objectives	The course is aimed for giving students the major concepts of creating unique and useful company's culture through analyzing the practical cases of American Company. And, we will have to get results through English discussion.
教材	講義及課本(課堂上告知)	Teaching Materials	Will advise on the class.
成績評量方式	以總成績100%分類如下: 1.期中評量(紙筆測驗)佔30% 2.期末評量(紙筆測驗)佔30% 3.分組報告與課堂表現佔30% 4.出席狀況佔10%	Grading	Totally 100% that including 4 parts as following stated.. 1.The grade of middle exam. -- 30% 2.The grade of final exam. -- 30% 3.Report and performance on class and homework -- 30% 4.The status of presence -- 10%
教師網頁	-		
教學內容	02/25 企業文化沿革及基本概念 03/03 企業文化的意義要素與重要性 03/10 企業文化的類型、評價、識別 03/17 企業文化的形成與累積 03/24 理想企業文化模式的戰略性 03/31 台灣企業文化個案研討(1) 04/07 台灣企業文化個案研討(2) 04/14 台灣企業文化個案研討(3) 04/21 期中考試 04/28 美國企業文化個案研討(1) 05/05 美國企業文化個案研討(2) 05/12 美國企業文化個案研討(3) 05/19 台/美企業文化綜合研討 05/26 台/美企業文化診斷 06/02 台/美企業文化的管理 06/09 如何重塑優質的企業"新"文化 06/16 企業文化的再探及未來發展 06/23 企業文化課程總結 06/30 期末考試	Syllabus	02/25 The content of business culture 03/03 The main factor and important of business culture 03/10 The type,evaluation and identification of business culture 03/17 The formation and accumulation of business culture 03/24 The ideal model of strategy postion of business culture 03/31 The case study of Taiwanese business culture .. part (1) 04/07 The case study of Taiwanese business culture .. part (2) 04/14 The case study of Taiwanese business culture .. part (3) 04/21 Middle examination 04/28 The case study of USA business culture .. part (1) 05/05 The case study of USAbusiness culture .. part (2) 05/12 The case study of USA business culture .. part (3) 05/19 The combination study of busi ness culture between Taiwan and USA 05/26 The diagnosis of business culture in Taiwan and USA 06/02 The management of business culture in Taiwan and USA 06/09 How to re-build the best and brand-new business culture 06/16 Reserach the development of business culture 06/23 The summary and completion of business culture 06/30 Final examination

尊重智慧財產權，請勿非法影印。