朝陽科技大學 095學年度第1學期教學大綱
Business Administration 企業管理

當期課號	1230	Course Number	1230
授課教師	田靜婷	Instructor	TIEN,CHING TING
中文課名	企業管理	Course Name	Business Administration
開課單位	保險金融管理系(四日)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.使學生了解管理的本質與內容之相關知識 2.使學生能應用管理技能於企業實務與個人生活 3.使學生具備管理哲學與多面思考的態度 4.可做爲學生問題分析與思考能力的培養	Objectives	1.Enabling students to understand knowledge on nature and contents of management. 2.Enabling students to apply management skills in business practice and personal life. 3.Enabling students to have atttidues of management philosophy and multiple thinking. 4.Helping students on having ability of problem analysis and thinking.
教材	Management, 8th edition Griffin HOUGHTON MIFFLIN	Teaching Materials	Management, 8th edition Griffin HOUGHTON MIFFLIN
成績評量方式	期中考25%、期末考25%、報告25%、平時與個案25%	Grading	Mid Exam 25%, Fin Exam 25%, Reports 25% and Participation& Case study 30%
教師網頁	_		
教學內容	了解管理的內涵與功能，藉由個案的探討與實例的講解，培養思考技能，並能運用管理概念於後續學習與日常生活中。	Syllabus	Understand management functions, roles and skills and improve thinking skills. Students could apply management concepts in squential learning and life through lecture and case study.

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