

朝陽科技大學 095學年度第1學期教學大綱
Seminar of Leisure Management 休閒管理專題

當期課號	7318	Course Number	7318
授課教師	江松沐	Instructor	CHIANG,SUNG MU
中文課名	休閒管理專題	Course Name	Seminar of Leisure Management
開課單位	應用外語系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	學生經由此課程可學到關於休閒管理領域之必備知識及休閒領域之管理知識及營運技巧。另外進一層目標在加強商用英文使用之能力及提升國際化及全球化之經營理念。	Objectives	The course is to reach a goal that the students may obtain the knowledge of management and operational skills for Leisure Industries. Students also can learn the business English and to build up the conception of Business Internationalization/Globalization. These will be emphasized in order to enhance the student's competition ability.
教材	1.選擇管理學文獻 2.個案研究--現存休閒事業之各案研究 --新休閒事業計畫之各案研究	Teaching Materials	1)The literatures on management 2)case study materials.-- from leisure business already established and to be established(business plan)
成績評量方式	1.研究報告 2.期末考試	Grading	1.study report 2.examination
教師網頁	-		
教學內容	<p>本課程之大目標有二： 第一:掌握休閒經營管理理論精義及實務技巧</p> <p>第二:以21世紀國際化及全球化之觀點作為休閒管理策略之創意基礎。</p> <p>課程範圍之計畫如下：</p> <p>(一)21世紀休閒事業發展趨勢及其經營特性之探討。</p> <p>(二)休閒事業投資： A.投資目標選擇 B.投資策略規劃 C.投資效益控制</p> <p>(三)組織與制度 A.休閒事業特有的組織,架構與功能發揮 B.休閒管理之人力資源開發及人才培育 C.活性化之休閒管理制度系統及功能發揮</p> <p>(四)市場： A.休閒事業之市場開發： B.創意性競爭力之建立 C.顧客需求:安全.及滿足 D.服務品質管理 E.定價策略 F.服務{商品}之研發</p> <p>(五)休閒事業之財務管理 A.財務管理實務 B.休閒管理特有之財務分析理念及模式建立</p> <p>(六)風險管理</p>	Syllabus	<p>LEISURE MANAGEMENT</p> <p>In order to reach the goal of the courses that the theory of management to be mastered and the skill in practice to be learned, the syllabus are designed as the following details.</p> <p>1)The developing tendency of leisure business in 21 century 2)Investment: a)the choice of target for investment b) investment strategies c)effectiveness control 3)Organization and System a)the feature of organization in leisure business and the development of organization function. b)human resources development c)system establishment and function development in leisure business 4)Marketing a)marketing strategies b)the innovation of competition forces c)demand and its creation d)service quality control e)pricing strategies. 5)Financing management in Leisure business a)financing management --theory and practice b)the feature of financing analysis in leisure business. 6)Risk Management a)risk analysis--- risk from both the inner and the external factors. b)the feature of the risk of leisure business and its study. c)settlement strategies. 7)Environment Protection a)the relationship between the leisure</p>

<p>A.企業內部引發之風險之管理 B.企業外部引發之風險之管理 C.休閒事業特有之風險研究 D.危機處理</p> <p>(七)休閒事業與環境保護 A.休閒事業體與社區,環境之關係 B.造成環境破壞,污染等之研究及防範之道 C.環境美化及社區發展之效益創造</p> <p>(八)比較管理 A.各種休閒事業體(觀光旅遊,旅館餐飲,遊樂園,度假村,健康中心...等)之管理策略之較 B.各國休閒事業管理比較</p>		<p>business and the environment protection b)strategies study for environment protection 8)Comparative management: a)the comaparison of management for different leisure business b)the comparasion of management for the leisure business in different countries. 9)Conclusion</p>
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