朝陽科技大學 095學年度第2學期教學大綱
Management 管理學概論

當期課號	0207	Course Number	0207
授課教師	陳悅琴	Instructor	CHEN,YUEH CHIN
中文課名	管理學概論	Course Name	Management
開課單位	跨院通識(日)	Department	
修習別	選擇必修	Required/Elective	Intercollegiate General Education Topics
學分數	2	Credits	2
課程目標	本課程目的在於探討管理理論，厚植管理各領域之基本認識，以促進未來同學在工作與生活中能應用管理學的核心理念以提升工作與生活之品質・並藉由多元化的學習型態與活動，例如訪談、案例研討、角色扮演、競賽、課堂報告等豐富學習深度與理論應用能力・課程內容主要包括：管理理論介紹、管理案例分析、管理核心效能介紹與練習・	Objectives	The purpose of this course is to acknowledge students with the context management theories and practical implementation history through the lectures, case study, discussion, role playing and business games that can help them better understand current management theory and practice. Thus, in order to understand the theories and practices used today, it's important for management students to look at the evolution of management thought and practices. The practice of management has always reflected historical times and societal conditions. For instance, innovation, global competition, and general competitive pressures reflect today's reality: innovate or lose. The following subjects will be included: Management yesterday and today, Planning, Organizing, Leading, Controlling.
教材	1.管理學，龔昶元等著，普林斯頓國際公司 2.教師自製教材(含個案討論與角色扮演活動)	Teaching Materials	
成績評量方式	1.期中考，25% 2.期末考，25% 3.個案分析，20% 4.平常表現(含出席率，上課表現與發言次數)，30%	Grading	1.Mid-Exam:25% 2.Final-Exam:25% 3.Group case study:20% 4.Presence and participation:30%
教師網頁			
教學內容	本課程內容包含： 1、介紹管理環境 2、介紹規劃的基本概論。 3、決策程序。 4、策略規劃。 5、組織設計。 6、人力規劃。 7、領導理論。 8、激勵理論。 9、溝通理論。 10、控制概論。 11、績效評估與控制。 本課程要求學生進行個案分析以實踐管理概念之運用	Syllabus	The content of this course includes: 1.introducing the management enviroment 2.introducing the basic view of planning. 3.decision processing. 4.strategic planning 5.organization structure design 6.human resource planning 7.leadership 8.motivation theory 9.communication 10.control 11.performance evalution and control Students have to process the case study in group and analysis for coordinating theory and practice efficiently.

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