朝陽科技大學 095學年度第2學期教學大綱
Commercial Reports 商務報告

當期課號	7305	Course Number	7305
授課教師	陳賢雄	Instructor	CHEN,HSIEN HSING
中文課名	商務報告	Course Name	Commercial Reports
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	學生可以學習企業內外環境分析、政府政策暨投資環境解析、「趨勢」探討及預估及實地參訪企業。	Objectives	Students will be able to know the analysis of organizational environments include inside & outside, Explanination of governmental police & investmental sistituation, discovery & predict the "tren", and they will field trip to enterprise.
教材		Teaching Materials	
成績評量方式	30% 平時成績 30% 期中考 40% 期末考	Grading	30% attendance 30% midterm exam 40% final exam
教師網頁			
教學內容	3/1 -- 3/3 開學 3/4 --3/10 學習大綱及研究方法 3/11--3/17 國際經濟發展趨勢分析 3/18--3/24 國際經濟發展趨勢研討 3/25--3/31 我國產業政策環境分析 4/1 -- 4/7 校外學習日 4/8 --4/14 我國產業政策環境研討 4/15--4/21 我國產業政策環境研討 4/22--4/28 期中考 4/29-- 5/5 工廠公司訪問 5/6 --5/12 我國貿易特質及實例研討 5/13--5/19 我國貿易特質及實例研討 5/20--5/26 我國貿易特質及實例研討 5/27-- 6/2 創意創新發掘知識型企業 6/3 -- 6/9 穩定勝算的決策研討 6/10--6/16 未來的企業與企業未來研討 6/17--6/23 未來的企業與企業未來研討 6/24--6/30 期末考	Syllabus	3/1 -- 3/3 school begin 3/4 --3/10 course introduction and research method 3/11--3/17 Analysis of Internatioal Econimical development and trend 3/18--3/24 Study of International Econimical developmeny and trend 3/25--3/31 Anaylsis of Taiwan's industrial policy and environment 4/1 -- 4/7 offschool study 4/8 --4/14 Study of Taiwan's industrial policy and environment(1) 4/15--4/21 Study of Taiwan's industrial policy and environment(2) 4/22--4/28 midterm exam 4/29-- 5/5 visit companies 5/6 --5/12 Case studies of Taiwan's trade (1) 5/13--5/19 Case studies of Taiwan's trade (2) 5/20--5/26 Case studies of Taiwan's trade (3) 5/27-- 6/2 Creative companies 6/3 -- 6/9 Study of win-polcy 6/10--6/16 Study of future enterprise and enterprise's future(1) 6/17--6/23 Study of future enterprise and enterprise's future(2) 6/24--6/30 Final Exam

尊重智慧財產權，請勿非法影印。