朝陽科技大學 096學年度第1學期教學大綱
Management 管理學

當期課號	1433	Course Number	1433
授課教師	□鈺城	Instructor	TU,YU CHENG
中文課名	管理學	Course Name	Management
開課單位	行銷與流通管理系(四日)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由課程單元主題的講授、課堂參與討論、個案研討，結合理論探討、個案分析、適當回饋，有效幫助同學瞭解管理學的內涵、原理原則，及管理實務應用。	Objectives	through topic lecturing, case stduy and proper feedback to offering students insight of various aspects of management theory and practice.
教材	張緯良，管理學，第2版，雙葉書廊有限公司。	Teaching Materials	Management by W. L. Chang, 2nd edition, Yeh Yeh Book Gallery.
成績評量方式	1.出席率：10% 2.課堂參與與討論：20% 3.期中考：30% 4.期末考/期末報告：40%	Grading	Participation:10% Discussion: 20% Mid-term examination:30% Final examination/Report:40%
教師網頁			
教學內容	本課程提供學生主題當代管理方式演進，反映出管理理論的發展與變化，並提供國內外知名企業的管理個案分析。涵蓋不同企業中的主要管理功能概念，強調規劃、組織、領導與控制等。 上課方式：講述、小組報告與競賽、以及個案分析與討論。	Syllabus	This course provides students with contemporary up-today management practices. We mirror the changes taking place by incorporating recent developments management theory into our text and by providing vivid, current examples of the way managers of well-known companies large and small have responded to the changes taking place. A study of the basic concepts of the management functions in diverse business environments. Emphasis is placed on the functional approach including planning, organizing, leading, and controlling. Classes may involve lectures,small group exercises, case analyses and discussions.

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