# 朝陽科技大學 096學年度第1學期教學大綱
# Practice of Operation Management 經營管理實務

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| 當期課號 | 3153 | Course Number | 3153 |
| 授課教師 | 龔昶元 | Instructor | KUNG,CHAANG YUNG |
| 中文課名 | 經營管理實務 | Course Name | Practice of Operation Management |
| 開課單位 | 企業管理系(四進)四A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 教學目標：1.增進對產業界各級組織部門經營管理實務的認識；2.培養運用所學管理知識，分析各種經營管理實務、問題與改進方法的能力； 3.提昇對各種企業管理理論與技術的整合與應用能力。主要內容：資訊電子、金融、機電、鋼鐵、營建、飲料食品等等產業中廠商之經營管理實務，盡可能地加以討論。 | Objectives | The course aims to deepen the connection between the theory and practice of business management and to broaden the perspective of the understanding to the practice of management in wide industries. It is hoped that students learn to master the ability of applying management theories in various business context by learning from benchmarking excellent management practices. |
| 教材 | 1.教師自編個案教材 | Teaching Materials | Teacher's writting materials |
| 成績評量方式 | 1.平常成績(含出席率、課堂互動)：20%<br>2.Boss系統競賽 40<br>3.個案分析與討論 20%<br>4.個案寫作報告 20% | Grading | 1.Presence and participation:20%<br>2.Boss sofeware contest 40%<br>3.Case study report 20%<br>4.Term Report 20% |
| 教師網頁 | | | |
| 教學內容 | 本課程設計內容包括：<br>1.管理概念與策略管理分析工具運用<br>2.個案分析與討論<br>3.Boss 系統操作和競賽<br>以培養學生對企業營運之實務了解、有效整合管理知識分析實務問題。 | Syllabus | The content of this course includes:<br>1.to review the theory and concepts of business and strategy management.<br>2.case study and discussion<br>3.Maginze review and discussion<br>4.Boss system operation and competition<br>Students have to process the case study in group for coordinating theory and practice efficiently. |

尊重智慧財產權，請勿非法影印。