朝陽科技大學 096學年度第1學期教學大綱
Planning and Evaluation on leisure Activity 休閒活動設計與評估

當期課號	7113	Course Number	7113
授課教師	張君如	Instructor	CHANG,CHUN JU
中文課名	休閒活動設計與評估	Course Name	Planning and Evaluation on leisure Activity
開課單位	休閒事業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	透過議題討論,參訪,及實際地參與活動企劃,學習活動設計與評估之基本理念與應用，培養學生對於休閒活動設計之能力。	Objectives	Developing a Program Pricing Philosophy Determining Program Costs Pricing Program Services.
教材	1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing. 2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc. 2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc. 3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc.	Teaching Materials	1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing. 2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc. 2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc. 3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc.
成績評量方式	休閒活動操作與執行（30%） 文獻報告及討論(40%) 校外教學及休閒活動評估報告 (30%)	Grading	leisure activities implementation (30%） literature and disscution (40%) observation and evaluation (30%)
教師網頁	數位教材網：http://163.17.8.246/xms/index.php?reload=1&favoriteMode=2&view=news/list.php		
教學內容	第一章 基本活動企劃概念 第二章 人們如何體驗休閒 第三章 情境活動系統的六個關鍵元素 第四章 效益基礎企劃法 第五章 發展休閒服務產品 第六章 運用目標企劃法發展活動 第七章 發展活動機構的企劃使命 第八章 撰寫活動經營管理目標 第九章 獲得客戶資料 第十章 活動設計 第十一章 創意企劃 第十二章 準備活動企劃 第十三章 活動促銷方法 第十四章 活動報名程序 第十五章 活動執行的人事管理與督導 第十六章 發展活動定價哲學 第十七章 確定活動成本 第十八章 活動服務的定價 第十九章 活動評估方法 第二十章 五種活動評估模式 第二十一章 活動服務的決策 section two: adventure leadership 1. the leader's role 2. elements of a successful program 3. functional leadership 4. core leadership functions 5. element of a good debrief	Syllabus	section one: recreation programming 1: basic programming concepts 2: how individuals experience leisure 3: six key elements of a situated activity system 4: benefits-based programming 5: developing leisure service products 6: using goal and objective technology in program development 7: developing the agency's programming mission 8: writing program management goals 9: obtaining client input 10: program design 11: creative programming 12: preparing the program plan 13: techniques for program promotion 14: registration procedure 15: staffing and supervising program operation 16: developing a program pricing philosophy 17: determining program costs 18: pricing program costs 19: program evaluation techniques 20: five program evaluation models 21: making decisions about program

	6. doing debrief with your own style 7. game change:making something old into something new 8. activities: ice breakers; warm-up; games; initiatives; variations; trust; stunts; closing/ framing section three: reading 1. risk-seeking, motivation, and fear in outdoor adventure pursuits 2. modles and theories in outdoor adventure pursuits 3. research and evaluation in outdoor adventure pursuits		services section two: adventure leadership 1. the leader's role 2. elements of a successful program 3. functional leadership 4. core leadership functions 5. element of a good debrief 6. doing debrief with your own style 7. game change:making something old into something new 8. activities: ice breakers; warm-up; games; initiatives; variations; trust; stunts; closing/ framing section three: reading 1. risk-seeking, motivation, and fear in outdoor adventure pursuits 2. modles and theories in outdoor adventure pursuits 3. research and evaluation in outdoor adventure pursuits

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