朝陽科技大學 096學年度第1學期教學大綱
Organization and Management in Leisure Industry 休閒產業組織與管理

當期課號	7641	Course Number	7641
授課教師	顏建賢	Instructor	YEN,CHIEN HSIEN
中文課名	休閒產業組織與管理	Course Name	Organization and Management in Leisure Industry
開課單位	休閒事業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程提供學生整體性之組織行爲與管理概念，主要有二個目標（1）簡介休閒產業的管理範例（2）有效的連結組織行爲與管理的基本概念。本課程透過單元主題的講授及個案研討提供學生在組織與管理上的多元觀點與演練。	Objectives	This course provides a roadmap on management and organizational behavior for students. This course has two objectives: (1) to introduce a new management paradigm in leisure industry and (2) to effectively combine the basic concepts of management and organizational behavior into a single volume. Through topic lecturing, case study to offering students insight of various aspects of management and organizational behavior theory and practice.
教材	1.Richard L. Daft 著，李再長譯，1999，組織理論與管理，華泰文化。 2.Robert Johansen &Joseph E. Curtis，2000，文林著，1998，漁網式組織，臉譜文化。 3.Christopher R. Edginton, Susan D. Hudson & Samuel V. Lankford,2001, Managing recreation, parks, and leisure services, Sagamore Publishing. 4.Gareth R. Jones,1999,Organizational theory, Addison Wesley.	Teaching Materials	
成績評量方式	分組討論與作業30%, 個案研究報告30%, 期末考40%	Grading	discussion and homework 30%,,case study paper 30% term examination 40%
教師網頁	_		
教學內容	課程說明（組織管理的意義、本質與特性） 組織與組織理論 組織的外在與內在環境 組織的目標與策略 組織的設計、決策與績效 組織的規模與生命週期 休閒組織的行銷策略 休閒組織的人力資源管理 休閒組織的組織間關係 不同部門的關係與衝突 組織文化 組織的創新與變革 休閒組織的類型與管理體系 學習型組織的建構 休閒組織管理的未來 個案研究報告 個案研究報告 期末考	Syllabus	Meaning and characterisic of organizational management Organization and organizational theory Internal and external enviroment of organization Goal and strategy of organization Design,decision making,and effectiveness Scale and life-cycle of organization marketing strategy of leisure organization Human resource management of leisure organization Organizational relationship of leisure organization Relationship and conflict within different department of org. Organizational clture Innovation and change of organization Typology and severice management of leisure organization Build a learning organization The future of leisure organization

			management Case study

尊重智慧財產權，請勿非法影印。