朝陽科技大學 096學年度第2學期教學大綱
Management 管理學概論

當期課號	0211	Course Number	0211
授課教師	李怡禛	Instructor	LEE,I CHEN
中文課名	管理學概論	Course Name	Management
開課單位	跨院通識(日)	Department	
修習別	選擇必修	Required/Elective	Intercollegiate General Education Topics
學分數	2	Credits	2
課程目標	本課程目的在於探討管理理論，厚植管理各領域之基本認識，以促進未來同學在工作與生活中能應用管理學的核心理念以提升工作與生活之品質・並藉由多元化的學習型態與活動，例如訪談、案例研討、角色扮演、競賽、課堂報告等豐富學習深度與理論應用能力・課程內容主要包括：管理理論介紹、管理案例分析、管理核心效能介紹與練習・	Objectives	The purpose of this course is to acknowledge students with the context management theories and practical implementation history through the lectures, case study, discussion, role playing and business games that can help them better understand current management theory and practice. Thus, in order to understand the theories and practices used today, it's important for management students to look at the evolution of management thought and practices. The practice of management has always reflected historical times and societal conditions. For instance, innovation, global competition, and general competitive pressures reflect today's reality: innovate or lose. The following subjects will be included: Management yesterday and today, Planning, Organizing, Leading, Controlling.
教材	蔡敦浩。管理學。滄海書局。民96年初版三刷。 發現新台幣-台灣中小企業創業影片與管理議題有關之電影數片	Teaching Materials	Tsai, Dun-Hou.(2007). Management. Vedios Movies
成績評量方式	課堂影片心得60% 期中考20% 期末考20%	Grading	reports of vedios and movies 60% mid-term exam 20% final exam 20%
教師網頁	_		
教學內容	1. 典範改變中的管理學內涵 2. 東西方管理理論的回顧 3. 企業經營環境 4. 全球經營環境 5. 決策 6. 規劃 7. 策略與策略規劃 8. 組織結構 9. 激勵 10. 領導 11. 溝通 12. 控制 13. 人力資源管理 14. 專案管理 15. 科技與創新 16. 國際企業管理	Syllabus	1. Introducing Management 2. Management Historical Perspectives 3. Environment and Organizational Culture 4. Global Dimensions of Management 5. Information and Decision Making 6. Planning - Processes and Techniques 7. Strategic Management 8. Organizing Structures and Designs 9. Motivation theory and practice 10.Leading and leadership developmetn 11.Communication 12.Controlling- Processes and Systems 13.Human Resource Management Systems 14.Project manaement 15.Information technology and innovation 16.Intenational business management

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