朝陽科技大學 096學年度第2學期教學大綱
Management 管理學

當期課號	1380	Course Number	1380
授課教師	徐淑麗	Instructor	HSU,SHU LI
中文課名	管理學	Course Name	Management
開課單位	休閒事業管理系(四日)一B	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	管理學 蔡敦浩 著 滄海書局	Teaching Materials	Management Tsang Hai Book Publishing Co. Mr. Tun Hao Tsai
成績評量方式	1.期中考:30%(範圍:第一章至第八章) 2.期末考:40%(範圍:第九章至第十五章) 3.平常成績30%:學習精神(依上課出席與互動 狀況及學習態度評定)	Grading	Mid terms: 30 % Final: 40 % Quiz: 30 % (participate;Discussion;response;attend)
教師網頁	_		
教學內容	探討管理學所涉及的重要領域,包括如何面對日益競爭激烈的環境將新的資訊科技整合到組織運作所有層面,以提升效率品質與因應顧客需求的能力.簡言之,如何增加管理效率與效能是管理者的當務之急,也是前所未有的艱鉅挑戰,希望學生從管理學這門課中的理論與實例兩者中獲得印證與理解。	Syllabus	This book treats of the management important field; including how to face the compete against the drastic environments. Besides input the new information technology to integrate into every degree of organization to advance the quality of efficiency and to deal with the customer's demand abilities.In other words, The most important task at the moment is how to increase the management efficiency and the effectiveness. Make the students learn from all of theories and practical from the case study to realize that the management meanings and to prove. That's just what we expected.

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