朝陽科技大學 096學年度第2學期教學大綱
Introduction to Business Management 企管概論

當期課號	1759	Course Number	1759
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	企管概論	Course Name	Introduction to Business Management
開課單位	工業設計系(四日)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	使同學瞭解--- *1. 企業經營與管理的相關基本概念。 *2. 企業經營與各階層管理工作間之關係。 *3. 企業工作環境中管理者與被管理者間的互動關係。 **課程大綱: 1.導論 2.決策 3.企劃 4.組織 5.領導 6.控制 7.變革	Objectives	making students become knowledgeable on --- *1.The relationship between Business Operation and Management. *2.The interactions among various levels of management. *3.The interactions between superiors and subordinates. **Course contents: 1.Introductions 2
教材	管理 -個案、理論、辨證 洪明洲 著 科技圖書 ISBN 957655258-3 http://www.techbook.com.tw	Teaching Materials	Management -Cases, Theories, and Arguments By: Hong Ming-Chou TechBook, Taipei ISBN 957655258-3
成績評量方式	期中報告－－２０％ (企業管理成功案例書籍閱讀心得） 期末報告A－－２０％ （企業管理個案分組研討之記錄及心得） 期末報告B－－２０％ （上課中所介紹非教材內容部分之心得） 平時成績－－４０％ （由平時上課中之參與及用心度加以評定）	Grading	Mid-term report--20% (Reading report on case studies of successful business management) Final report A--20% (Report of group discussions on case studies of business management) Final report B--20% (Reflection report on the subjects covered in the classes that are not included in the teaching materials) Classroom interactions: 40% (Rated according to the attandance and participation of students in each class)
教師網頁			
教學內容	**課程目標： 使同學瞭解--- *1. 企業經營與管理的相關基本概念。 *2. 企業經營與各階層管理工作間之關係。 *3. 企業工作環境中管理者 與被管理者間的互動關係。 *4. 企業人在職場中應有的自處之道。 **課程大綱: 1.導論 2.決策 3.企劃 4.組織 5.領導 6.控制 7.變革	Syllabus	**Objectives: Make students aware of: *1.The relationship between Business Operation and Management. *2.The interactions among various levels of management. *3.The interactions between superiors and subordinates. **Objectives: To make students become knowledgeable in --- 1.The relationship between Business Operation and Management. 2.The interactions among various levels of management. 3.The interactions between superiors and subordinates. 4.The appropriate manners to deal with the life in a bisiness environment. **Sullabus:

			1.An Overview of Managemet 2.Decision Making 3.Planning 4.Organizations 5.Leadership 6.Controlling 7.Organizational Change

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