朝陽科技大學 096學年度第2學期教學大綱
Festival and Activity Management 節慶活動管理

當期課號	7112	Course Number	7112
授課教師	曾宇良	Instructor	TSENG,YU LIANG
中文課名	節慶活動管理	Course Name	Festival and Activity Management
開課單位	休閒事業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將以節慶錄影帶觀賞方式介紹台灣與國內、外之主要慶典之歷史由來、及傳統活動。本門課亦將介紹如何籌畫、宣傳廣告、辦理、管理、評估方法、及申請活動企劃書撰寫等方法,期末報告內容爲活動事前企劃書及事後評估。	Objectives	This class will describe the history, the tradition, and the activities of the holidays in Taiwan and the other countries.It also study how to plan and to manage the festivals and specual events.
教材	課堂講解,討論	Teaching Materials	speech ,discuss
成績評量方式	平常成績50%（包含出席率，上課發言討論情形等) 期末報告50%	Grading	General test 50% Case study report 50%
教師網頁			
教學內容	針對生態性、永續性、社會性、文化性及休閒性等節慶活動相關課題，透過專案計畫之實地演練作深入探討，並藉由完成節慶活動計畫專案所必須涉及之制度、決策、溝通、規劃、設計、執行等議題進行分析、討論與操作，以達致以下目的： 1.提升節慶活動管理專業素養 2.培養溝通協調能力 3.強化計畫控管能力 4.落實理論於實務 5.戶外教學(5月3日造訪西湖度假村桐花季)	Syllabus	Focuses are placed on the festivals & events issues relevant to ecology, substainability, social and recreation. Through the exercise, students are asked to examine the problems thoroughly, analyse, discussion, and execute practically on decision-making, communication, planning, design & implementation. Objectives of the course are 1.heaving students' professional capacity of event management. 2.cultivating students' communication ability 3.strengthening students' project management capability 4.fulfilling theories to practices 5.outdoor study(May3. Visit West Lake Resort Toug Event)

尊重智慧財產權，請勿非法影印。