朝陽科技大學 097學年度第1學期教學大綱
Plan Draft and Evaluation 休閒服務企畫與評估

當期課號	1544	Course Number	1544
授課教師	黃晶瑩	Instructor	HUANG,CHING YING
中文課名	休閒服務企畫與評估	Course Name	Plan Draft and Evaluation
開課單位	休閒事業管理系(四日)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程的主要目標在於讓學生會擬定休閒活動計畫，並且也能針對該活動計畫的執行進行評估。爲達到這樣的目標，因此教學方式包括講解和實際操作。教學內容則包括休閒活動計畫及評估之意義及重要性、需求評估、計畫目標之設訂、計畫發展、計畫評估方法等方面。	Objectives	To make sure learners can design and evaluate leisure programs is the course objective, therefore the teaching methods are both lecture and practice. In the meanwhile the course content includes: the definitions and importance of leisure program planning and evaluation; needs assessment; program objective; program development, as well as program evaluation methods.
教材	顏妙桂審譯。2003年8月初版三刷。休閒活動規劃與管理。桂魯有限公司。(原著:Edginton,C.R,Carole J.H;Susan R.E&Susan D.H.1998. Leisure Programming:A Service-Centered and Benefits Approach. Third Edition. The McGraw-Hill Companies,Inc.)	Teaching Materials	顏妙桂審譯。2003年8月初版三刷。休閒活動規劃與管理。桂魯有限公司。(原著:Edginton,C.R,Carole J.H;Susan R.E&Susan D.H.1998. Leisure Programming:A Service-Centered and Benefits Approach. Third Edition. The McGraw-Hill Companies,Inc.)
成績評量方式	平時成績30%,個案分析40%,考試30%	Grading	Class participation 30%, Case study 40%, Examination 30%
教師網頁			
教學內容	介紹休閒計畫與考評之概念、設計及實務作業。詳細教學如下:1-3週 課程介紹、休閒計畫與評估概念。4-6週 休閒計畫評估意義、設計及執行。7-9週 期中考、休閒計畫評估個案作業。10-12週 休閒計畫規劃意義及設計。13-15週 休閒計畫規劃設計個案作業。16-18週 小組討論、期末考。	Syllabus	To introduce the concept, design and case study of leisure planning and evaluation. Weeks1-3 Course introduction;Concept of lecsiure progremu planning and evabuation. Weeks4-6 Definition of leisure program evaluation; design and execution. Weeks7-9 Examination; Practice of leisure program evaluation. Weeks10-12 Definition of leisure program Planning and design. Weeks13-15 Practice of leisure program planning and design. Weeks16-18 Group discussion; Final examination.

尊重智慧財產權，請勿非法影印。