

朝陽科技大學 097學年度第1學期教學大綱  
Seminar of Leisure Management 休閒管理專題

當期課號	7333	Course Number	7333
授課教師	林正生	Instructor	Lin,Zheng Sheng
中文課名	休閒管理專題	Course Name	Seminar of Leisure Management
開課單位	應用外語系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	學生經由此課程可學到關於休閒管理領域之必備知識及休閒領域之管理知識及營運技巧。另外進一層目標在加強商用英文使用之能力及提升國際化及全球化之經營理念。	Objectives	The course is to reach a goal that the students may obtain the knowledge of management and operational skills for Leisure Industries. Students also can learn the business English and to build up the conception of Business Internationalization/Globalization. These will be emphasized in order to enhance the student's competition ability.
教材	電子期刊或休閒管理相關文獻導讀與探討	Teaching Materials	paper
成績評量方式	上課表現10% 報告20% 期中考30% 期末考試40%	Grading	Report/homework, class participation and attendances : 30%  Midterm Exam : 30%  Final Exam : 40
教師網頁	-		
教學內容	配合實務個案以及期刊文章,讓學生導讀並主動學習,發現問題,分析問題,並解決問題等相關互動學習	Syllabus	This course gives an overview of the basic concepts, planning framework and process of tourism and leisure resources. The emphasis of the course is placed on:  · Data collection and investigation  · Planning issues or problems analysis  · SWOT analysis  · Land use planning  · Environmental impact issues  It is aimed at training students to have basic ability for tourism and leisure resource planning.

尊重智慧財產權，請勿非法影印。