朝陽科技大學 097學年度第2學期教學大綱
Business Development and Management 業務開拓與管理

當期課號	1552	Course Number	1552
授課教師	嚴武隆	Instructor	Yen,Wu Lung
中文課名	業務開拓與管理	Course Name	Business Development and Management
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	銷售可能是實務界與學術研究界落差最大的企業議題。業務開拓與管理課程規劃藉由哈佛商業評論，提供具高度實效的管理思想及作法，透過系統性的專題研究，課程藉由業務人員個人銷售技能的修練角度切入，再從銷售團隊與管理角度來做規劃。課程中規劃四個實務個案研究與哈佛商業評論專題帶領作爲實戰經典討論，業務開拓與管理的理論以平衡計分卡作架構及管理技能發展的培養，藉以提升學生的全球視野，以積極的態度與信念，就能踏實地向目標邁進。	Objectives	In all business topics, Selling might be considered to have the biggest gap of perceptions between practitioners and the academics. This course aims to guide students to grasp some basic skills and knowledge of Business Development and Management through four case studies and the articles from Harvard Business Review. Students are expected to learn selling skills for general products and services, organization of sales team, and management and development of sales forces. This will help students to be prepared for future careers in sales and marketing areas, whether individual or as a team member.
教材	1.哈佛商業評論 2008 2.管理技能發展整理教材 3.平衡計分卡	Teaching Materials	1.Harvard Business Review 2008 summer 2.Selected Topics on Management Skills Development 3.Balanced Scorecard
成績評量方式	成績考核：平時成績30%、期中成績30%、期末成績40% 平時成績： 1.課堂出席【缺席扣平時成績5分/次（曠課次數累積達三次(含)以上扣平時成績10分/次）；缺席次數達五次(含五次，請假亦同)扣】平時成績15分； 2.作業成績（抄襲、影印他人作業以0分計算）； 3.課堂個案研討做爲期中成績（請假、曠課皆不得補交。請假當次期中成績以扣5分計算；曠課當次期中成績以-10分計算） ＊＊期末成績以分組報告做個案研究-業務開拓與管理相關發展研討	Grading	Examination results: 30% of the normal results during the 30% of the results achieved at the end of 40% Usually results: 1. 【Absence of the classroom to attend the deduction results usually 5 / times (up to three times the cumulative number of absenteeism (including) more than 10 points deducted usually results /); the absence of up to five times the number (including five times, agreed to leave) usually results deduction】 15; 2. Operating results (copy, photocopy of the work of others in order to calculate 0); 3. Classroom case studies as a mid-term results (leave, absenteeism may not all make-up. Leave during the time when the results to calculate deductions 5; absenteeism accomplishment during the time when the calculation to -10) ＊＊To report results at the end of division to do case studies - to business develop and management seminar
教師網頁			
	1.哈佛商業評論專題研究 造就業務高手, 成交大生意, 不推銷的推銷術, 衝業績不能靠奇蹟,		1.Harvard Business Review 2008 summer case study What Makes a Good Salesman, Making the Major Sales, Low-Pressure Selling,

教學內容	躋身業務常勝軍, 讓人脈直通金脈, 上前線擁抱客戶, 成爲一家會學習的公司 2.管理技能發展整理教材 時間管理 授權技巧 溝通技巧 怎樣開好會議 領導統御與員工處理問題 輔佐上司克盡厥職 衝突管理 商務談判策略與技巧 3.平衡計分卡： 爲策略性管理制度的一環,主要是在探討『組織未來之績效評估制度』能促進公司之策略及願景具體地被實施及達成。傳統營運和管理控制系統，強調短期的財務指標，結果策略的發展和執行之間有了落差。新型策略管理系統的基石-連結長期策略和短期活動	**Syllabus**	The New Science Of Sales Force Productivity, Match your sales force structure to your Business Life Cycle ,Better sales Networks Transforming Strategy One Customer At a Time, Is Yours a Learning Organization, 2. Selected Topics on Management Skills Development Time Management Delegation Skills Communication Skills How to Conduct and Win the Meetings Effective Leadership and Employee Problems Handling How to Help Your Boss to Help Yourself Conflict Management The Strategies and Tactics of Business Negotiation 3.Balanced Scorecard: As a strategic management system, mainly in exploring the future of organizations' performance evaluation system 'to promote the company's strategy and vision to be implemented concretely and reach. Traditional operation and management control systems, to emphasize short-term financial targets, the results of the strategy for the development and implementation of the gap between the have. New policy management system, the cornerstone - a link short-term and long-term strategy activities.

尊重智慧財產權，請勿非法影印。