

朝陽科技大學 098學年度第1學期教學大綱
Practice of Operation Management 經營管理實務

當期課號	3072	Course Number	3072
授課教師	龔和元	Instructor	KUNG, CHAANG YUNG
中文課名	經營管理實務	Course Name	Practice of Operation Management
開課單位	企業管理系(二進)四A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	教學目標：1.增進對產業界各級組織部門經營管理實務的認識；2.培養運用所學管理知識，分析各種經營管理實務、問題與改進方法的能力；3.提昇對各種企業管理理論與技術的整合與應用能力。主要內容：資訊電子、金融、機電、鋼鐵、營建、飲料食品等等產業中廠商之經營管理實務，盡可能地加以討論。	Objectives	The course aims to deepen the connection between the theory and practice of business management and to broaden the perspective of the understanding to the practice of management in wide industries. It is hoped that students learn to master the ability of applying management theories in various business context by learning from benchmarking excellent management practices.
教材	1.教師自編講義 2.經營管理實務/莊國銘 著/五南書局	Teaching Materials	1.Teacher's writing materials 2-Practical Business Operation and Management
成績評量方式	1.平常成績(含出席率、課堂互動)：20% 2.測驗40%-(期中考佔-20%-期末考佔-20%) 3.個案分析與討論 40%	Grading	1.Presence and participation:20% 2.testing 40%(mid-exam 20%.final-exam 20%) 3.Case study report 40%
教師網頁	-		
教學內容	本課程設計內容包括： 1.管理概念與策略管理分析工具運用 2.個案分析與討論 以培養學生對企業營運之實務了解、有效整合管理知識分析實務問題。	Syllabus	The content of this course includes: 1.To review the theory and concepts of business and strategy management. 2.Case study and discussion Students have to process the case study in group for coordinating theory and practice efficiently.

尊重智慧財產權，請勿非法影印。