

**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**

<b>當期課號</b>	3112	<b>Course Number</b>	3112
<b>授課教師</b>	葛維鈞	<b>Instructor</b>	KO,WEI CHUN
<b>中文課名</b>	經營管理實務	<b>Course Name</b>	Practice of Operation Management
<b>開課單位</b>	企業管理系(四進)四A	<b>Department</b>	
<b>修習別</b>	必修	<b>Required/Elective</b>	Required
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	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。	<b>Objectives</b>	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.
<b>教材</b>	1.講義及筆記 Handouts and Lecture Notes 2.指定參考資料 Assigned References	<b>Teaching Materials</b>	
<b>成績評量方式</b>	1.BOSS績效 35% 2.BOSS彙整紀錄 15% 3.期末考 40% 4.課堂參與 10%	<b>Grading</b>	1.BOSS Performance 35% 2.BOSS Log 15% 3.Final Exam 40% 4.Participation 10%
<b>教師網頁</b>	-		
<b>教學內容</b>	第1週：課程簡介 第2週：BOSS系統說明（一） 第3週：BOSS系統說明（二） 第4週：策略規劃 第5週：策略規劃 第6週：行銷實務 第7週：行銷實務 第8週：行銷實務 第9週：期中考週 第10週：財務實務 第11週：財務實務 第12週：財務實務 第13週：人力資源實務 第14週：人力資源實務 第15週：作業實務 第16週：作業實務 第17週：公司治理 第18週：期末考週	<b>Syllabus</b>	Week 1: Course Introduction Week 2: BOSS Introduction (1) Week 3: BOSS Introduction (2) Week 4: Strategic Planning Week 5: Strategic Planning Week 6: Practice in Marketing Week 7: Practice in Marketing Week 8: Practice in Marketing Week 9: Midterm Exam Week Week 10: Practice in Finance & Accounting Week 11: Practice in Finance & Accounting Week 12: Practice in Finance & Accounting Week 13: Practice in HRM Week 14: Practice in HRM Week 15: Practice in Operation Week 16: Practice in Operation Week 17: Corporate Governance Week 18: Final Exam Week

尊重智慧財產權，請勿非法影印。