

朝陽科技大學 098學年度第1學期教學大綱
Business Administration 企業管理

當期課號	3150	Course Number	3150
授課教師	張華南	Instructor	CHANG,HWA NAN
中文課名	企業管理	Course Name	Business Administration
開課單位	保險金融管理系(四進)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.使學生了解管理的本質與內容之相關知識 2.使學生能應用管理技能於企業實務與個人生活 3.使學生具備管理哲學與多面思考的態度 4.可做為學生問題分析與思考能力的培養	Objectives	1.Enabling students to understand knowledge on nature and contents of management. 2.Enabling students to apply management skills in business practice and personal life. 3.Enabling students to have attitudes of management philosophy and multiple thinking. 4.Helping students on having ability of problem analysis and thinking.
教材	企業管理導論 企業管理專業編輯小組編著 新文京開發出版(股)公司出版 ISBN:957-512-475-8	Teaching Materials	Understanding Business Management
成績評量方式	平時測驗 30% 分組學期報告 20% 期中報告 25% 期末報告 25%	Grading	Quizzes 30% Group Term Paper 20% Mid-term exam 25% Final Term Paper 25%
教師網頁	-		
教學內容	管理之內涵(規劃、組織、領導、控制)、管理者所應具備之技能、管理理論之演進、各管理學派之管理哲學比較、管理學派之比較、企業社會責任與企業倫理、組織的目標、規劃理論、規劃理論、決策制定、策略性規劃、策略制定之程序與預測、規劃工具、組織理論與原理、部門化、非正式組織、職權與授權、組織變革、領導理論、溝通理論、領導風格、激勵理論、激勵的重要性、控制理論與工具。	Syllabus	Understand management functions, roles and skills and improve thinking skills. Never before have managers had the potential to earn high compensation for meeting these challengers. This courses is to prepare students to be managers. Overall, this courses is divided into the following six main section: introduction to management, managing:history and current thinking, corporate social responsibility and business, planning, organizing,influencing, controlling, etc..

尊重智慧財產權，請勿非法影印。