

朝陽科技大學 098學年度第1學期教學大綱

sport and recreation programming and evaluation 運動休閒活動設計與評估

當期課號	7618	Course Number	7618
授課教師	林志遠	Instructor	Lin,Chih Yuan
中文課名	運動休閒活動設計與評估	Course Name	sport and recreation programming and evaluation
開課單位	休閒事業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<ol style="list-style-type: none"> <li>1. 了解運動休閒活動企劃的基本原理</li> <li>2. 具備撰寫運動休閒活動企劃案之能力</li> <li>3. 規劃運動休閒活動的行銷策略</li> <li>4. 學習活動評估過程中資料蒐集的技能</li> <li>5. 熟悉不同活動評估方法與模式</li> <li>6. 了解運動休閒的趨勢和專業議題</li> </ol>	Objectives	<ol style="list-style-type: none"> <li>1. To understand the foundations for sport and recreation programming.</li> <li>2. To have the ability to develop the program plan.</li> <li>3. To develop strategies for program promotion.</li> <li>4. To have the ability to collect different information through program evaluation.</li> <li>5. To understand different program evaluation techniques and models.</li> <li>6. To understand the future direction and professional issues for sport and recreation.</li> </ol>
教材	教材 期刊論文文獻	Teaching Materials	Journal articles
成績評量方式	<ol style="list-style-type: none"> <li>1. 課堂參與: 20%;</li> <li>2. 期中報告: 30%;</li> <li>3. 創見與評論: 20%;</li> <li>4. 期末報告: 30%。</li> </ol>	Grading	<ol style="list-style-type: none"> <li>1. Attendance and participation: 20%;</li> <li>2. Midterm presentaiton: 30%;</li> <li>3. Innovative critics: 20%;</li> <li>4. Final report: 30%.</li> </ol>
教師網頁	-		
教學內容	課程介紹運動休閒活動設計與評估之基本理念與理論；並透過實際參與及評估,以培養學生對運動休閒活動設計與評估的能力。	Syllabus	This class will introduce concepts and theories of recreation in sport activities. Through visiting and evaluation, improving students' ability of recreation programming in sport.

尊重智慧財產權，請勿非法影印。