# 朝陽科技大學 098學年度第2學期教學大綱
# Business Operations Diagnosis 企業經營診斷

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| **當期課號** | 1245 | **Course Number** | 1245 |
| **授課教師** | 程永明 | **Instructor** | CHENG,YUNG MING |
| **中文課名** | 企業經營診斷 | **Course Name** | Business Operations Diagnosis |
| **開課單位** | 企業管理系(四日)四A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 3 | **Credits** | 3 |
| **課程目標** | 本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策。 | **Objectives** | This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes. |
| **教材** | 企業經營診斷講義 | **Teaching Materials** | Business Operations Diagnosis:loose-leaf materials issued to students |
| **成績評量方式** | 1.期末報告 50%<br>2.課堂參與 50% | **Grading** | 1.Final report 50%<br>2.Participation 50% |
| **教師網頁** | http://www.ba.cyut.edu.tw/people/teacher.php | | |
| **教學內容** | 本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策。 | **Syllabus** | This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes. |

尊重智慧財產權，請勿非法影印。