朝陽科技大學 098學年度第2學期教學大綱
Banking Institute Management 金融機構管理

當期課號	3095	Course Number	3095
授課教師	楊宏昌	Instructor	YANG,HUNG CHANG
中文課名	金融機構管理	Course Name	Banking Institute Management
開課單位	企業管理系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程旨在從微觀角度了解金融機構－包括商業銀行、保險公司、證券公司、投資銀行與融資公司等，面臨何種風險，與如何管理這些風險，使同學能了解金融機構的經營與風險管理。課程內容將涵蓋：金融機構簡介、金融機構的功能、商業銀行的本質、特殊金融機構介紹與金融機構風險管理。	Objectives	Management of Financial Institutions is an important course for students who intend to manage financial companies or have business dealings with them. The impact of major financial institutions, which include commercial banks, investment banks, mutual funds, and insurance companies, goes well beyond the financial sector to affect businesses, households and governments throughout the entire economy. Most of the recent additions to the body of knowledge in the management of financial institutions have been analytical and quantitative in nature, especially in the risk management area.
教材	1.補充資料及指定用書 2.銀行開放客戶索取之各項商品申請書	Teaching Materials	1.Complementary data 2.The application of the bank
成績評量方式	以下列三項評方式計算總成績： 1.簡報 2.書面資料繳交 3.出席率及課程參與	Grading	1.Presentation 2.Report 3.Class Participation
教師網頁			
教學內容	1.金融組織理論 2.金融產品行銷 3.風險管理	Syllabus	1. The organization theory of finance. 2. The marketing of financial productions. 3.risk management

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