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

當期課號	3099	Course Number	3099
授課教師	廖光裕	Instructor	Liao,Kuang Yu
中文課名	企業經營診斷	Course Name	Business Operations Diagnosis
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	指定教科書: 胡伯潛,企業經營與診斷,滄海書局,三版一刷,2009年1月 參考書籍: 陳澤義、陳啓斌,企業診斷與績效評估,華泰文化,二版,2009年	Teaching Materials	Used books: Bo-Qian Hu,Business Operations Diagnosis,Tsang Hai Book Publishing,three edition,2009.01 Reference books: Ze-Yi Chen、Chie-Bein Chen,Diagnosis and assessment of corporate performance,Hwa Tai Publishing,second edition,2009
成績評量方式	1.期末分組報告:50% 2.課堂參與:30% 3.出勤率:20%	Grading	1.Final report:50% 2.Class Participation:30% 3.Attendance:20%
教師網頁			
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。