

朝陽科技大學 098學年度第2學期教學大綱
Topics on Business Practice 企業實務專題

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| 當期課號 | 7048 | Course Number | 7048 |
| 授課教師 | 程永明 | Instructor | CHENG,YUNG MING |
| 中文課名 | 企業實務專題 | Course Name | Topics on Business Practice |
| 開課單位 | 企業管理系碩士班二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,一方面輔助同學研究企業運作方式,一方面使其了解如何對企業問題進行詳細的分析與診斷,以進一步針對問題與環境變化提出對策 | Objectives | This course is designed to utilize numerous subjects and cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive analysis and diagnosis of a firm's problems and derive strategies to resolve problems and respond to the environmental changes. |
| 教材 | 企業實務專題講義 | Teaching Materials | Topics on Business Practice:loose-leaf materials issued to students |
| 成績評量方式 | 1.期末報告 50% 2.課堂參與 50% | Grading | 1.Final report 50% 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。