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

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 evaluationg 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 repond 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。