朝陽科技大學 098學年度第2學期教學大綱
Organization and Management in Leisure Industry 休閒產業組織與管理

當期課號	7105	Course Number	7105
授課教師	鄭政宗	Instructor	CHENG,CHENG CHUNG
中文課名	休閒產業組織與管理	Course Name	Organization and Management in Leisure Industry
開課單位	休閒事業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程提供學生整體性之組織行爲與管理概念，主要有二個目標（1）簡介休閒產業的管理範例（2）有效的連結組織行爲與管理的基本概念。本課程透過單元主題的講授及個案研討提供學生在組織與管理上的多元觀點與演練。	Objectives	This course provides a roadmap on management and organizational behavior for students. This course has two objectives: (1) to introduce a new management paradigm in leisure industry and (2) to effectively combine the basic concepts of management and organizational behavior into a single volume. Through topic lecturing, case study to offering students insight of various aspects of management and organizational behavior theory and practice.
教材	"Organization Theory and Design" 7th 華泰圖書 組織行爲 張笠雲 三民書局	Teaching Materials	1. Gareth R. Jones (2004). Organizational Theory, Design, and Change, 4hte edition, Prentice Hall. 2. Journal papers
成績評量方式	平時考核10%，討論與報告15%，期中與期末考55%，學期報告20%	Grading	1.attendance:10% 2.discussion participation and presentation 15% 3.examination:55% 4.term paper:20%
教師網頁			
教學內容	1.課程簡介 2.組織管理理論 3.外在環境 4.組織結構 5.組織設計 6.期中考 7.組織文化 8.個體與團體行爲 9.賦權 10個案討論--旅館 11.個案討論--主題樂園 12.個案討論--餐飲業 13.個案討論--休閒農場 14.個案討論--度假村 15期末考	Syllabus	1.Introduction 2.History of Management Thought and Practice 3.External Environments 4.Organizational Structure 5.Organizational Design 6.Mid-Term Exam 7.Creating and Sustaining the Organization's Culture 8.Understanding Individuals and Groups in Organization 9.Empowering people 10.Case Study--Hotel 11.Case Study—Theme Park 12.Case Study--Restaurants 13.Case Study—Leisure Farm 14.Managing Change--Resorts 15.Final Exam

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