朝陽科技大學 098學年度第2學期教學大綱
Leisure Industry Investment and Development 休閒產業投資與開發

當期課號	7107	Course Number	7107
授課教師	楊文廣	Instructor	YANG,WEN GOANG
中文課名	休閒產業投資與開發	Course Name	Leisure Industry Investment and Development
開課單位	休閒事業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	經由休閒產業的界定與分析，介紹投資開發之決策流程，讓學生瞭解休閒產業投資開發之基本概念與分析技巧。	Objectives	Through the define of the leisure industry and analyze, introduce the decision process of investment , let the student understanding the basic concept and analyze technique of leisure industry investment.
教材	1.渡假村經營管理，吳明哲譯，品度圖書，2003。 2.商業遊憩產業管理，周明智著，揚智文化。	Teaching Materials	Robert Christie Mill (CREATIVE & MORE INC.),2003
成績評量方式	個案作業與討論 80% 出席及平時成績 20%	Grading	Home work and disscussion 80% Present 20%
教師網頁	-		
教學內容	經由休閒產業的界定與分析，介紹投資開發之決策流程，讓學生瞭解休閒產業投資開發之基本概念與分析技巧。	Syllabus	Through the define of the leisure industry and analyze, introduce the decision process of investment , let the student understanding the basic concept and analyze technique of leisure industry investment.

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