朝陽科技大學 099學年度第1學期教學大綱
Lecture in Business 企業講座

當期課號	1002	Course Number	1002
授課教師	熊杏華	Instructor	HSIUNG,HSING HWA
中文課名	企業講座	Course Name	Lecture in Business
開課單位	管理學院(四日)	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	爲有效運用本院教學資源及提昇應屆畢業生對實務界現況之瞭解，並增進學術交流定期邀請專家學者蒞校作專題演講。	Objectives	To enhance students' understanding in real world business and current research, topics in management with global perspective will be provided.
教材	校內、校外老師簡報資料	Teaching Materials	he slides from every invited speekers
成績評量方式	分組報告 40%, 課堂發問(每人兩次)10%, 出席情形與課堂參與50%。(3次缺席最高60分)	Grading	resentation 40&, question during the class 10%, attendance 50%
教師網頁			
教學內容	爲有效運用本院教學資源及提昇應屆畢業生對實務界現況之瞭解，並增進學術交流定期邀請專家學者蒞校作專題演講。 本課程主要是邀請業界講師，提供在校學生對不同產業的了解，以提升學生就業選擇及競爭力。	Syllabus	To enhance students' understanding in real world business and current research, topics in management with global perspective will be provided. The purpose of this course aims to help students increase the understanding of various industries as to improve their choices and competition in future career by the invited speekers from industries and business.

尊重智慧財產權，請勿非法影印。