朝陽科技大學 099學年度第1學期教學大綱
Practical Training of Marketing and Logistics Management(I) 行銷與流通管理實習(一)

當期課號	1474	Course Number	1474
授課教師	楊浩偉	Instructor	
中文課名	行銷與流通管理實習(一)	Course Name	Practical Training of Marketing and Logistics Management(I)
開課單位	行銷與流通管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1. 透過在企業實習增進對產業界各級組織部門經營管理實務的認識。 2. 提昇對各種企業管理理論與技術的整合與應用能力。 3. 學生可以運用所學管理知識，培養各種經營管理實務、問題解決能力、批判思考能力以及創造力。	Objectives	1. Through the practice in enterprise, the course aims to deepen the connection between the theory and practice of business management. 2. This course aims to broaden the perspective of the understanding to the practice of management in wide industries. 3. Students could learn to master the ability of applying management theories in various business contexts by developing excellent management practices, problem solving ability, critical thinking competency, and creativity.
教材	學生校外實習手冊	Teaching Materials	Student internship brochure
成績評量方式	1.實習單位評分 50% 2.實習報告 40% 3.訪視老師評分 10%	Grading	1. Work performance evaluation 50% 2. Written report 40% 3. Internship-visited evaluation 10%
教師網頁	http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=14		
教學內容	1. 使學生養成連鎖企業所需具備之行銷管理.流通管理.以及服務管理之專業技能 2. 使學生養成連鎖產業之營運能力 3. 使學生養成與工作伙伴互動合作能力	Syllabus	1. To motivate student acquire professional capability of marketing management, logistics management, and service management in chain enterprises. 2. To motivate student acquire operational capacity in chain enterproses. 3. To motivate student acquire interactive and cooperative ability with colleagues and co-workers.

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