# 朝陽科技大學 099學年度第1學期教學大綱
# Seminar in Applied Business 商業實務講座

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| 當期課號 | 2172 | Course Number | 2172 |
| 授課教師 | 黃新宗 | Instructor | |
| 中文課名 | 商業實務講座 | Course Name | Seminar in Applied Business |
| 開課單位 | 應用外語系(四日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程是爲更新學生國際商業學問，包含文化、技術、市場、製品、產銷方面。 | Objectives | This is a seminar designed to keep students up to date on current business topics. Course content changes annually; includes culture, technology, markets, products, production, and marketing. |
| 教材 | 管理個案分析理論與實務<br>羅凱揚編著<br>鼎茂圖騰 | Teaching Materials | Management Cases Study |
| 成績評量方式 | 1.期中30%<br>2.期末40%<br>3.平時與互動30% | Grading | 1.Medium 30%<br>2.Final 40%<br>3.Ordinary and Reaction 30% |
| 教師網頁 | _ | | |
| 教學內容 | 1.管理功能<br>2.企業機能<br>3.策略管理 | Syllabus | 1.The function of Management<br>2.The function of Enterprises<br>3.Strategy Management |

尊重智慧財產權，請勿非法影印。