

朝陽科技大學 099學年度第1學期教學大綱  
Introduction to Business 企業概論

當期課號	3055	Course Number	3055
授課教師	周中理	Instructor	CHOU,CHUNG LI
中文課名	企業概論	Course Name	Introduction to Business
開課單位	企業管理系(四進)–A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1. 具備完整的企業基礎知識,2. 瞭解管理學基本理論、技術與實務, 3.知道管理理論與技術在企業各部門之應用, 以便有能力進一步學習各種企業功能別的管理課程。i.e.,企管馬步好, 五管開通早。 主要內容: 1. 企業類型, 2. 企業各職能部門之運作與管理, 3. 規劃、組織、用人、領導與控制之管理理論與技術。	Objectives	The objective of this course is to help students to build a foundation of basic knowledge about business and management. Topics include types of businesses, system concept, business functions, and major management theories.
教材	林建煌(2010), 企業概論, 2版, 華泰書局.	Teaching Materials	Lin, Chien-Huang (2010), Introduction to Business, Hwa Tai Publishing.
成績評量方式	1. 平時成績(出席率、課堂討論表現、個案研討與報告) 60% 2. 期中與期末考試 40%	Grading	1. Participate in class discussion, case study and report(60%) 2. mid-exam and final-exam (40%)
教師網頁	-		
教學內容	本課程主要課程內容, 包括: 企業之定義、企業管理之範圍、企業之類型、企業功能(生產與作業管理、行銷管理、人力資源管理、研究發展管理、財物管理、資訊管理)、管理功能(規劃、組織、領導、控制)等, 以使學習本課程之學生, 能瞭解企業機構經營之基本理論。	Syllabus	On this course the main topics as follow: 1. What is a Business? 2. Why go into Business? 3. The role of business in the world today? 4. What forms does business take? 5. Contemporary business challenges and opportunities. 6. Explain the relationship between and the social sciences. 7. Monitoring the external environment. 7. The competitive environment: competitive intelligence. 8. Internal information systems and decision making. 9. Building relationships(customers, employees, suppliers and distributors, financial sources, other stakeholders.) 10. management and coordination.

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