

朝陽科技大學 099學年度第1學期教學大綱
seminar on leisure and sport 運動休閒綜合研究

當期課號	7622	Course Number	7622
授課教師	張君如	Instructor	CHANG,CHUN JU
中文課名	運動休閒綜合研究	Course Name	seminar on leisure and sport
開課單位	休閒事業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.培養學生對國內外相關學術期刊文獻的閱讀、摘要與彙整能力。 2.培養學生統計分析能力並學會操作相關統計軟體。 3.培養學生寫作發表研究報告之能力。	Objectives	1.Developing students' summary and compilation abilities for studying selected research papers and journal articles in domestic and foreign. 2.Developing students' statistics and analysis abilities through operating the SPSS software. 3.Developing students' writing skills and pushing them to publish their own research papers.
教材	王宗吉等譯(2005)，運動與休閒管理。台北市：桂魯。 程紹同(2002)，運動管理學導論。台北市：華泰文化。 彭小惠等著(2003)，運動管理學。台中市：華格那。 高俊雄譯(2005)，運動設施管理：賽會籌辦與風險管理。台北市：桂魯。 期刊論文	Teaching Materials	Masteralexis, P. L.(2004).Masteralexis Principles and Practice of Sport Management. Jones & Bartlett Publishers, Inc. Daly, J. (2000). Recreation and Sport Planning and Design. Human Kinetics Publishers. Mull, R. F.(2005). Recreational Sport Management.Human Kinetics Publishers. Journal articles
成績評量方式	平時成績：20% 主題單元報告：30% 個案討論：30% 校外參訪心得報告: 20%	Grading	participation: 20% special topics report:30% case discussion: 30% field trip: 20%
教師網頁	-		
教學內容	1. 台灣運動休閒產業發展概況 2. 競技運動發展現況 (1)專業競技運動教練和選手培訓 (2)專業運動用品設計與研發 (3)專業運動設施與器材之研發與管理 (4)運動場地設施管理 (5)運動賽會管理 (6)運動行銷與贊助 3. 運動休閒與遊憩 (1)健身俱樂部和運動中心管理 (2)運動用品設計與零售業 (3)運動設施與器材之研發與銷售 (4)運動場地設施管理 (5)運動觀光/旅遊 (6)運動與健康 (7)戶外和冒險活動 4. 運動社會學相關議題 5. 企業參訪	Syllabus	1. the development of sport industry in Taiwan 2. the development of competitive sports (1) professional sports coaches and athletes training (2) professional sports equipment design and R & D (3) professional sports facilities and equipment R & D and management (4) sports venues and facilities management (5) sport event management (6) sport promotion and sponsorship 3. sport, leisure and recreation (1) fitness clubs and sport center management (2) sporting goods and retail design (3) sports facilities and equipment R & D and sales (4) sports venues and facilities management (5) sport tourism and travel (6) exercise and health (7) outdoor and adventure activities 4. sport society issues 5. field trips

尊重智慧財產權，請勿非法影印。