# 朝陽科技大學 099學年度第2學期教學大綱
# Project of Business Management 企業管理專題

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| 當期課號 | 1162 | Course Number | 1162 |
| 授課教師 | 徐茂練 | Instructor | SHYU,MAW LIANN |
| 中文課名 | 企業管理專題 | Course Name | Project of Business Management |
| 開課單位 | 企業管理系(四日)四A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程藉由企業實習方式，培養同學運用企業管理知識技能解決實務問題之能力。 | Objectives | To improve the ability of solving business problem, the students in this course should apply management skill and knowledge to business practice by cooperated with a selected company. |
| 教材 | 龔昶元(朝陽刻大)等8人合著,管理學,普林斯頓國際有限公司,2008.03,二版. | Teaching Materials | Tieh-Chun, Chang et. al(2008), Management.Princeton inc. |
| 成績評量方式 | ◎ 平時成績(出席率、課堂討論表現、作業及平時考) 30%<br>◎ 期中考試(依學校指定時間統一考試) 30%<br>◎ 期末考試(依學校指定時間統一考試) 40% | Grading | Participate in class discussion and report(30%), final-exam (40%), mid-exam (30%). |
| 教師網頁 | http://tw.myblog.yahoo.com | | |
| 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(獨資、合夥、公司)、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:<br>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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