朝陽科技大學 099學年度第2學期教學大綱
Practice of Operation Management 經營管理實務

當期課號	1163	Course Number	1163
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	經營管理實務	Course Name	Practice of Operation 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	教學目標：1.增進對產業界各級組織部門經營管理實務的認識；2.培養運用所學管理知識，分析各種經營管理實務、問題與改進方法的能力； 3.提昇對各種企業管理理論與技術的整合與應用能力。主要內容：資訊電子、金融、機電、鋼鐵、營建、飲料食品等等產業中廠商之經營管理實務，盡可能地加以討論。	Objectives	The course aims to deepen the connection between the theory and practice of business management and to broaden the perspective of the understanding to the practice of management in wide industries. It is hoped that students learn to master the ability of applying management theories in various business context by learning from benchmarking excellent management practices.
教材	台灣企業個案研究選粹 劉廷揚主編 管理個案分析 張承 羅凱揚 編著	Teaching Materials	TIME Asia TIME Asia Limited The Economist The Economist Newspapers limited
成績評量方式	期終考30% 與期末考30% 期末報告40%	Grading	Midterm and final test 30%, presentation 40%
教師網頁	_		
教學內容	列舉各主要行業選出代表性個案 詳細介紹並充分靈活 運用企業管理理論與實務經驗深入分析探討， 充分了解企業經營爲何成敗得失原因，探討解除危機愈開創先機之道 ，奠定學生未來就業與創業生涯規劃基礎。	Syllabus	Using modern model case of major business industries,deeply introduce and implement management theories and practial operation analysis.let students understand why do some companies succeed while others fail? learning how to resolve business criss. Establish foundation for students futural career development.

尊重智慧財產權，請勿非法影印。