朝陽科技大學 099學年度第2學期教學大綱
Business Operations Diagnosis 企業經營診斷

當期課號	1167	Course Number	1167
授課教師	張簡士煌	Instructor	CHANG CHIEN,SHIH HUANG
中文課名	企業經營診斷	Course Name	Business Operations Diagnosis
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策。	Objectives	This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes.
教材	企業經營與診斷，胡伯潛，滄海書局	Teaching Materials	Business Administration & Diagnose, Po-Chieng Hu.
成績評量方式	期中考40% 期末報告60%	Grading	Mid term 40% Final Report 60%
教師網頁			
教學內容	本課程將藉由企業問題與案例的分析，使同學一方面研究企業運作方式，並使其了解如何對企業問題進行詳細診斷，以便針對問題與環境變化提出對策，並藉由實務案例分析，深入瞭解與演練。	Syllabus	This course is designed to utilize numerous cases to assist the students in evaluating the business operations, and teach them realize how to undertake a comprehensive diagnosis of the firms' problems and derive strategies to resolve problems and respond to some environmental changes.

尊重智慧財產權，請勿非法影印。