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	1176	Course Number	1176
授課教師	陳悅琴	Instructor	CHEN,YUEH CHIN
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B	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	1.教師自編個案教材	Teaching Materials	Teacher's writting materials
成績評量方式	1.平常成績(含出席率、課堂互動)：20% 2.個案分析與討論 40% 3.業界專家講課問題討論20% 4.期末考 20%	Grading	1.Presence and participation:20% 2.Case study and discussion 40% 3.interation with CEO and expert 20% 4.final exam 20%
教師網頁			
教學內容	本課程設計內容包括： 1.管理概念與策略管理分析工具運用 2.個案分析與討論 3.業界專家協同教學 以培養學生對企業營運之實務了解、有效整合管理知識分析實務問題。	Syllabus	The content of this course includes: 1.to review the theory and concepts of business and strategy management. 2.case study and discussion 3.CEO and managers share their working experience and problem solving Students have to process the case study in group for coordinating theory and practice efficiently.

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