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	1179	Course Number	1179
授課教師	程永明	Instructor	CHENG,YUNG MING
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C	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	經營管理實務講義。	Teaching Materials	The looseleaf materials issued to students for Practice of Operation Management.
成績評量方式	1.期中報告 40% 2.期末考試 30% 3.課堂參與 30%	Grading	1.Mid-term report 40% 2.Final exam 30& 3.Participation 30%
教師網頁	http://www.ba.cyut.edu.tw/people/teacher.php		
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進而拓展企業業務。	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, respond to some environmental changes, and further extend business.

尊重智慧財產權，請勿非法影印。