朝陽科技大學 099學年度第2學期教學大綱
Introduction to Golden-Age Health Industry 銀髮健康產業概論

當期課號	2295	Course Number	2295
授課教師	洪瑞英	Instructor	HUNG,JUI YING
中文課名	銀髮健康產業概論	Course Name	Introduction to Golden-Age Health Industry
開課單位	老人服務事業管理系(四日)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程旨在介紹銀髮健康產業的內容，課程內容包括：醫療產業、長期照護機構、生技製藥相關產業及運動休閒產業，與台灣的銀髮健康產業環境等相關議題。	Objectives	As an emerging industry, the development of Golden-Age Health Industry has been undergoing for a while. This course is designed to introduce care service industry. Topics include medical treatment industry, long-term care facility, pharmaceutical industry, sport and leisure industry and the Golden-Age health industry in Taiwan.
教材	老人服務事業經營與管理,劉紹文,品度股份 有限公司. 管理雜誌. 遠見雜誌. 課堂補充講義.	Teaching Materials	Harvard Business Review Management Magzine
成績評量方式	課堂表現 40% 分組報告 20% 期中考 20% 期末考 20%	Grading	Class performance 40% Group report 20% Mid-term test 20% Final test 20%
教師網頁	_		
教學內容	本課程將針對台灣高齡化社會發展歷程中,與銀髮相關之新興產業爲探討目標,包括老人安養服務（飯店服務、養生保健食品）、設施供應（醫療保健器材、住宅建築、休閒娛樂運動、安全設施）、管理經營（養護、管理顧問、仲介、財務規畫、保險）等三大主軸,並配合邀請相關典範企業專家學者進行實務講座分享,以期提升本系學生對於銀髮產業之興趣與能力.	Syllabus	It's an international society today.So it's a worldwide vision concept about "survival of the fittest "for all managers. senior healthy industry management is a dynamic and complex process which integrated with person, organization and senior industry knowledge and environment change. This course aim to develop mate explore new experience and new item that exists their surrounding to manage all the existing opportunity.

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