

朝陽科技大學 099學年度第2學期教學大綱
Seminar(II) 書報研討(二)

當期課號	7120	Course Number	7120
授課教師	黃勇富	Instructor	HUANG,YUNG FU
中文課名	書報研討(二)	Course Name	Seminar(II)
開課單位	台灣產業策略發展博士學位學程二A	Department	
修習別	必修	Required/Elective	Required
學分數	0	Credits	0
課程目標	藉由專業書報、期刊文章研讀、討論與評析，協助學生了解台灣產業策略發展之重要議題與趨勢，以培養學生對於台灣產業策略發展整體樣態之深度理解，以及對於相關議題的解析與操作執行能力。	Objectives	Through professional article reading and discussion, this course would like to help students to understand the important issues and trend of Taiwan's industry strategic development. This course also aims to develop students' insight of Taiwan's industry strategic development and to construct their capabilities of problem analyses and execution
教材	1.服務業管理相關期刊 2.產業策略發展專業期刊、書報、文摘、雜誌 3.自編台灣業策略發展個案教材	Teaching Materials	1.Related articles of service industry management 2.Professional articles of industry strategic development in journal, book, newspaper and magazine 3.self-edited case study materials of industry strategic development
成績評量方式	1.出席：30% 2.課堂參與與討論：30% 3.期末報告：40%	Grading	1.attendance：30% 2.participation and discussion:30% 3.final presentation(paper):40%
教師網頁	http://www.marketing.cyut.edu.tw/		
教學內容	1.服務業管理相關期刊研讀討論 2.產業策略發展書報期刊研讀討論 3.台灣產業策略發展書報期刊研讀討論	Syllabus	1.Lecturing and discussion of related articles of service industry management 2.Lecturing and discussion of industry strategic development articles in book, newspaper and journal 3.Lecturing and discussion of Taiwan's industry strategic development articles in book, newspaper and journal 3.Articles lecturing and discussion

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