



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	管理學				
英文課程名稱 Course Name in English	Introduction to Management				
科目代碼 Course Code	DMSI10060	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
The objective of the course is for students to develop a basic understanding of critical concepts and theories of management. This course addresses contemporary management challenges an organization faces in a dynamic and complex environment. It focuses on critical management issues involved in planning, organizing, controlling and leading of an organization. The course will help students learn important tools and skills in management and prepares them to be effective managers.					
系教育目標 Dept.'s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	具備以資訊技術協助企業運作與商業管理之知識與應用能力				●
B	具備邏輯思考、問題分析與解決之能力				●
C	具備溝通協調與團隊合作之能力				●

D	具備創新思維之能力	●
E	具備國際視野及外語溝通之能力	○
圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
This course covers the essential elements of management and provides students with critical concepts, issues and functions involved in both the managing and being managed. Important topics in this course include the introduction of management history as well as four major functions of organizations: planning, organizing, leading and controlling.		
資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等) Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
Projector and notebook computer.		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
其他 Miscellaneous		