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## ②國玄東華大學

## 課 網 Course Outline

企業管理學系碩士在職專班								
中文課程名稱 Course Name in Chinese		企業管理講座						
英文課程名稱 Course Name in English		Topics on Business Management						
科目代碼 Course Code		BM6624Z	班 別 Degree	碩專班 Master's program		am		
修別 Type		選修 Elective	學分數 Credit(s)	2.0	時 數 Hour(s)	2. 0		
先修課程 Prerequisite								
課程目標 Course Objectives								
經營環境複雜多變,管理理論與應用日趨多元。管理觀念不會永遠有效,之所以發揮重大影響力, 在於當時能切合環境需要,解決社會面臨的迫切問題。本課程旨在透過本系師資專長,引領學生掌 握當前重要的管理議題與研究方法。								
系教育目標 Dept.'s Education Objectives								
1	培養具國際觀與現代管理專業之企業經理人							
2	培養企業創新與管理能力之專業經理人							
3	培養理論與本土實務分析運用能力之專業經理人 3 Cultivating theoretical and practical analysis of the ability to use local professional managers							
		系專業能力			課程目標 力相關性 Correlat between	ion		
Basic Learning Outcomes  Objectives and Dept.'s Educati					es and			

	A DE NO. CO.	~ 1.1011	
	糸專業能力	Correlation	
	Basic Learning Outcomes	between Course Objectives and Dept.'s Education Objectives	
A	A 具備企業管理理論的核心專業知識		
	Having core business management theory expertise		
В	具備邏輯思考與企業經營管理問題解決的能力		
	B Having ability to think logically and business management		
	problem solving		

	具備領導、溝通協調與團隊運作的能力 Having leadership, the ability to communicate and coordinate operations with the team	
	具備資訊科技之妥善運用能力,以培育企業經營之運籌帷幄 Having ability to use information technology appropriately to foster business of strategizin	
F	具備企業倫理以奠定經營觀念之認知與堅持 Having business ethics in order to lay the concept of cognitive operations and persistence	

圖示說明Illustration :● 高度相關 Highly correlated ○中度相關 Moderately correlated

## 課程大綱

Course Outline

課程以單元方式由各授課老師以其專精,引領學生從及時性、特定性、效用性、可行性等面向,探討經營管理領域的研究議題將如何改變世界。

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.)

由企業管理系全體老師參與授課。

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

- 1. 專題報告60%
- 2. 課堂參與40%

其他

Miscellaneous Programme