

96.04.18

95-2 第一次教務會議

12周資料

傳閱附件一

96 學年度新增暨調整系所

中英文摘要

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農企業管理系 Department of Agribusiness Management

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專業必修科目 Required Courses

502001	農企業概論	3	Introduction to Agribusiness	
502002	微積分	3	Calculus	
502003	農企業管理	3	Agribusiness Management	
502004	經濟學(二)	3	Economics(2)	
502005	會計學實習	1	Accounting Practice	
502006	統計學實習	2	Practice of Statistics	
502007	生產管理	3	Production Management	
502008	行銷管理	3	Marketing Management	
502009	人力資源管理	3	Human Resources Management	
502010	財務管理	3	Financial Management	
502011	策略管理	3	Strategic Management	
502012	農業經營組織管理	3	Agribusiness Organization Management	
502013	農企業研究法	3	Agribusiness Research Methods	
502014	農企業法規	3	Agribusiness Law	
502015	農企業管理資訊系統	3	Agribusiness Management Information Systems	
502016	農企業管理實習	2	Agribusiness Management Practice	
502017	農企業社會責任與倫理	3	Agribusiness Ethics	

專業選修科目 Elective Courses

502018	社會學	3	Sociology	
502019	管理心理學	3	Managerial Psychology	
502020	農業概論	3	Introduction to agriculture	
502021	生物學	3	Biology	
502022	鄉村社會學	3	Rural sociology	
502023	商事法	3	Business Law	
502024	農場企業經營	3	Farm Business Management	
502025	個體經濟學	3	Microeconomics	
502026	管理會計	3	Managerial Accounting	
502027	總體經濟學	3	Macroeconomics	
502028	產業組織	3	Industrial Organization	
502029	管理數學	3	Managerial Mathematics	
502030	生物科技產業概論	3	Introduction to Biotechnology industry	
502031	統計分析	3	Statistical Analysis	
502032	農用資材企業經營	3	Management of Agricultural Input Sector	
502033	農業金融市場	3	Agricultural Financial Markets	
502034	市場調查與分析	3	Market Survey Analysis	
502035	國際行銷管理	3	International Marketing Management	
502036	消費者行爲	3	Consumer Behavior	

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專業選修科目 Elective Courses

502037	生物科技管理	3	Biotechnology Management	
502038	商業軟體應用	3	Business Software Applications	
502039	休閒農場經營	3	Leisure Farm Management	
502040	生鮮物流管理	3	Fresh-Product Logistics Management	
502041	農產品安全管理	3	Safety Management of Agricultural Products	
502042	國際貿易實務	3	International Trade Practice	
502043	組織行為	3	Organizational Behavior	
502044	產品創意設計概論	3	Introduction of Product Creativity Design	
502045	農漁會經營管理	3	Management of Farmers' and Fishermen's Association	
502046	農業合作社場經營管理	3	Agricultural Cooperatives Management	
502047	農企業投資管理	3	Agribusiness Investment Management	
502048	食品企業經營	3	Food Business Management	
502049	國際農企業	3	International Agribusiness	
502050	行銷通路管理	3	Marketing Channel Management	
502051	農企業營運計畫撰寫	3	Writing for agribusiness operate prospectus	
502052	休閒農場規劃與體驗設計	3	Planning and Experience Activities Designing of Leisure Farm	
502053	農企業經營診斷	3	Agribusiness Diagnosis	
502054	談判策略與技術	3	Negotiation Strategy and Technique	
502055	危機管理	3	Crisis Management	
502056	農業政策	3	Agricultural policy	
502057	大陸經貿與農企業	3	The Economy and Agribusiness in Mainland China	

農企業管理系

Department of Agribusiness Management

一、必修科目 Required Courses

502001 農企業概論

3 必

彭克仲, 上

本課程旨在使學生瞭解農企業基本概念。其授課內容包括：(1) 農企業意義、範圍、重要性 (2) 農企業演變與發展 (3) 農企業特性 (4) 農用品企業 (5) 農場生產企業 (6) 農產品加工業 (7) 食品行銷企業 (8) 農業服務業 (9) 農企業與環保 (10) 農企業政策與法規。

502001 Introduction to Agribusiness

3 R

K. C. Peng, F

The contents of the course include the followings: (1)What is Agribusiness; (2)Agribusiness History; (3)Agribusiness features; (4)Input section of Agribusiness; (5)Farming Section of Agribusiness; (6)Processing Section of Agribusiness; (7)Food Marketing Section of Agribusiness; (8)Service Section of Agribusiness; (9)Agribusiness V.S. Environment protection; (10)Agribusiness V.S. Policy & Rules.

502002 微積分

3 必

蔡月香, 下

本課程之目的在使學生了解函數之行爲與應用，其課程內容包含微積分概說、函數的極限與連續、導數、導數之應用、積分、積分的方法、定積分的應用、偏導數及重積分等題材。

502002 Calculus

3 R

G. Y. H. Tsai, S

The purpose of this course is concerned with the behavior and application of functions. Course contents include introduction to Calculus, limits and continuity of functions, the of the definite integral, partial derivatives, and double integrals.

502003 農企業管理

3 必

彭克仲, 下

本課程乃系統性地介紹一個農企業經理人應具備之技能，包括：(1) 農企業管理學內涵 (2) 農企業經營規劃與決策 (3) 消息收集與分析 (4) 預測方法 (5) 農企業產品與生產規劃 (6) 農企業資金與預算 (7) 農企業成本與收益觀念 (8) 不同評價之成本項目與效益分析 (9) 農企業行銷 (10) 農業政策與環保問題 (11) 農企業組織 (12) 人力資源 (13) 農企業控制原則 (14) 農企業經營目標之設計。

502003 Agribusiness Management

3 R

K. C. Peng, S

The course gives a systematic knowledge for agribusiness manager includes as follows:(1)The contents of Agribusiness; (2)Planning and Decision; (3)Information collection and Analysis; (4)Forecasting; (5)Products and Production planning; (6)Capital and Budget; (7)Cost and Revenue; (8)Cost evaluation and Benefit analysis; (9)Agribusiness marketing; (10)Agricultural policy and Ecosystem protection; (11)Agribusiness Organization; (12)Manpower Resources; (13)Controlling; (14)Management Indicators.

502004 經濟學 (二)**3 必****鄭秋桂, 下**

本課程旨在介紹總體經濟表現及測度、金融體系、貨幣創造與政策、財政政策、均衡所得決定、總合供需、通貨膨脹與景氣循環、失業率與經濟成長、國際金融等方面之基礎概念。

502004 Economics (2)**3 R****C. K. Cheng, S**

The purposes of this course is to provide the basic concepts in measuring nation's production and income, banking system, money creation and monetary policy, fiscal policy, equilibrium income decision, aggregate demand and supply, inflation and business cycle, unemployment and economic growth, and international finance.

502005 會計學實習**1 必****林永順, 下**

本課程主要在提供一般基本會計實務之訓練，除了讓學生了解會計理論與技術外，亦能熟稔實際帳務之處理。本課程包括：(1) 會計科目與借貸法則應用 (2) 會計處理程序之練習 (3) 買賣業會計之練習 (4) 帳簿組織之練習 (5) 資產：現金與銀行存款，短期投資及應收帳款等會計處理練習。

502005 Accounting Practice**1 R****Y. S. Lin, S**

It includes: 1.Application of Account Titles and the formula of Debit and Credit; 2.Practice of Accounting procedure; 3.Practice of Commerce-Accounting; 4.Journals and Legers; 5.Assets, Liabilities and Owner's equity.

502006 統計學實習**2 必****黃文琪, 上、下**

本課程將配和統計學的教授，作為統計學的支援課程。期以實作與練習增加同學對統計方法之瞭解與認識。本課程內容將包括敘述統計、機率、機率分配、抽樣、抽樣分配、估計、假設、假設檢定、變異數數分析、迴歸分析、相關分析、卡方檢定、指數和時間數列等之習作。

502006 Practice of Statistics**2 R****W. C. Huang, F. S**

This course mainly goes with Statistics as a supporting course. This course includes cases and problems practice of contents of Statistics.

502007 生產管理**3 必****蔡青園, 上**

本課程旨在使學生瞭解如何有效且經濟的提供農企業產品之生產及服務，授課內容包括：生產與作業之重要性、農企業產品之分類、工業性產品之製造途程、農業性產品之生產途程、服務性產品之 4P's 技術。

502007 Production Management**3 R****C. Y. Tsai, F**

Contents Abstract: The Importance of Production; The classification of Agribusiness Products; Industrial Products - Routing; Farming Products - Routing; Service Products - 4P'S Techniques.

502008 行銷管理**3 必****林豐瑞, 下**

本課程將以農場投入部門、農產品生產與加工部門、及食品部門等三大部門之行銷管理學與技術作一深入探討。其中包括：行銷規劃、市場區隔、行銷組合、農產品的行銷特質、運銷職能、運銷成本、運銷制度、消費市場之變化、國際貿易等；本課程以討論方式進行。

502008 Marketing Management 3 R F. J. Lin, S

This course targets at the theory and technique of marketing management for the department of the agricultural inputs, farming and agricultural product processing, and food marketing agribusiness. The content investigates the marketing planning, market segmentation, marketing mix, marketing attributes of agricultural products, marketing functions, marketing costs, marketing system, changes of consumer market, and international trade. The course is in a free discussion format.

502009 人力資源管理 3 必 段兆麟, 下

本課程之目的在培養學生認知人力資源管理之意義及重要性，熟悉人力資源管理之規劃與實施方法，以為將來擔任農企業主管及從事人力資源管理工作之用。內容包括：(1) 人力資源管理的意義、目的、功能 (2) 人力資源之羅致管理：人力需求預測、人力規劃、甄選等 (3) 人力資源之開發管理：教育訓練、績效考核、升遷等。(4) 人力資源之報償管理：薪資、福利、非財務之誘因等 (5) 人力資源之維護管理：人際關係、勞資關係、勞工安全與健康等 (6) 農企業人力資源管理工作之實地觀摩。

502009 Human Resources Management 3 R C. L. Tuan, S

The contents are as follows:(1)The Meaning, Objectives, and Functions of H.R.D.; (2)Acquisition of H.R.: Job Analysis, Personnel Planning and Recruiting, and Employee Testing and Selection; (3)Development of H.R.: Education and Training, Performance Appraisal, and Promotion; (4)Compensation of H.R.: Financial Incentives, Benefits and Services and Nonfinancial Motivation Techniques; (5)Maintenance of H.R.: Human Relation, Labor Relation, and Employee Safety and Health; (6)A H.R.M. Practice in Agribusiness.

502010 財務管理 3 必 蔡月香, 上

本課程以探討農企業之財務政策與金融系統（市場、機構、工具）為主。授課內容包括：(1) 代理問題與公司目標 (2) 金融市場 (3) 貨幣時間價值 (4) 風險報酬分析 (5) 長期融資管理 (6) 營運資金管理 (7) 資本預算程序 (8) 財務規劃 (9) 合併與併購 (10) 農企業財務管理之實例介紹。

502010 Financial Management 3 R G. Y. H. Tsai, F

The major goal of this course is to investigate financial policy of Agribusiness and financial environment (markets, institutions and instruments). The contents of this course are:(1)Agency Problem and Corporate Goals; (2)Financial Markets; (3)Time Value of Money; (4)Risks & Returns; (5)Long Term Financing Management; (6)Working Capital Management; (7)Capital Budget Process; (8)Financial Planning ; (9)Mergers and Acquisition; (10)Financial Case Studies for Agribusiness.

502011 策略管理 3 必 陳淑恩, 上

本課程旨在使學生了解，管理者在面臨快速變遷及競爭劇烈的環境中，如何採取有效的管理策略。內容包括：(1) 策略管理概論 (2) 內外部環境分析 (3) 競爭策略 (4) 策略的執行與控制 (5) 農企業經營策略管理。

502011 Strategic Management

3 R

S. E. Chen, F

This course gives students the knowledge of business strategic management. It includes: (1) the concept and structure of strategic management, (2) the analysis of internal and external environments, (3) competitive strategy, (4) strategic implementation and control, and (5) agribusiness strategic management.

5020012 農業經營組織管理

3 必

陳淑恩, 上

本課程旨在探討農業組織行為，幫助學生瞭解、預測和控制農業組織中，個人、群體（團體）、組織系統的行為。授課內容包含：(1) 農業經營組織組織行為之基本概念與特質 (2) 個體行為：個體價值觀、態度、性格、知覺、學習、激勵、工作壓力、創造力與創新，及個體差異 (3) 群體行為：群體結構、決策與任務、凝聚力、領導與溝通、權力與政治、衝突管理 (4) 組織系統：組織結構與設計，績效評估與酬償制度，組織文化，組織變革與發展。

5020012 Agribusiness Organization

3 R

S. E. Chen, F

industry The objective of this course is to discuss agribusiness organizational behavior and to teach students how to understand, to predict and to control individual, group, and organizational system behavior. The contents of this course are as follows: (1) the basic concepts and characteristics of agribusiness organizational behavior; (2) the individual behavior: value, attitude, personality, perception, learning, motivation, job pressure, creativity and innovation, and individual difference; (3) the group behavior: group structure, group decision making and tasks, communication and leadership, power and politics, conflict management; (4) the organizational system: organizational structure and design, performance evaluation and reward systems, organizational culture, organizational change and development.

502013 農企業研究法

3 必

蔡月香, 下

本課程之教學目的在於使學生具有從事農企業研究的基本程序概念與知識，以培養學生日後有獨立進行研究之能力。為達本課程之教學目的，課程內容之安排如下：1. 農企業研究之科學基礎 2. 研究的基本要素與研究程序 3. 研究問題與假設 4. 文獻參考與研究變數 5. 測量 6. 研究設計 7. 資料收集方法 8. 資料分析與解釋 9. 研究報告之撰寫。

502013 Agribusiness Research Methods

3 R

G. Y. H. Tsai, S

1.The Scientific Foundation of Agribusiness Research; 2.Elements of Research & Research Process; 3.Research Problems & Hypotheses; 4.Literature Review & Variable of Research; 5.Measurement; 6.Research Design; 7.Data Collecting; 8.Data Analysis & Interpretation; 9.Reporting the Results.

502014 農企業法規

3 必

陳淑恩, 下

本課程主要目的在使學生認識農企業的相關法規，以配合農企業在經營管理上可能面臨的法律規範。授課內容包括：(1) 法學緒論(2) 農業發展條例(3) 農產品市場交易法(4) 農會法(5) 休閒農業相關法規(6) 世界貿易組織之相關規定。

502014 Agribusiness Law

3 R

S. E. Chen, S

The major objective of this course is to teach students the associated agribusiness regulations which an agribusiness owner or manager will need to deal with. It includes: 1. juristic introduction; 2. Act of Agricultural Developments; 3. Act of Agricultural Market Exchange; 4. Act of Farmers' Association; 5. regulations of leisure agriculture; 6. regulations of WTO.

502015 農企業管理資訊系統

3 必

黃文琪, 上

農企業管理資訊系統是使農企業能以有系統的方式，有效收集相關資料，以提供管理決策的依據。本課程從農企業資源規劃的觀點介紹其管理資訊系統的系統架構、基本功能、系統的建立，以及決策資訊的提供。課程內容包含：(1) 緒論(2) 資訊系統的組織架構(3) 資訊系統之建立(4) 現代農企業管理資訊系統。

**502015 Agribusiness Management
Information Systems**

3 R

W. C. Huang, F

The purpose of agribusiness management information systems is to systematically and effectively collect relevant information for agribusiness management decision-making. From the integrated enterprise information planning perspective, this course introduces the architecture, functions, and establishment of agribusiness management information systems to provide decision information.

The focus of this course is on the information technologies and the resources that organizations provide and alternative approaches to managing them; and what the user-manager needs to know to make effective use of these technologies. It contains:(1) Introduction; (2) Organization of Information Systems; (3) Buildup of the Information Systems; (4) Modern Management Information Systems for Agribusiness.

502016 農企業管理實習

2 必

指導老師, 上

本課程目的在使學生了解農企業實際的營運狀況，學習經營管理的實際技能，以求理論與實務的結合。實施方式是由學生實務專題的指導老師依據專題的性質，選擇適當的農企業機構，分派學生前往實習。實習期間至少一個月，老師與實習單位共同負責輔導並考評。

**502016 Agribusiness Management
Practice**

2 R

Major Advisor, F

The purpose of this course is to understand the practical affairs of agribusiness management, in order to integrating the theory and practice of agribusiness management. The main learning way of the course is to go to the agribusiness to practice in the fields at least one month.

502017 農企業社會責任與倫理

3 必

洪惠貞, 下

企業所獲得的利潤，不僅是企業經營的結果，而且是公眾消費及企業所處的社會環境、文化、政治等因素互動的結果。要塑造一個生生不息、永續經營的現代農企業，經營者不但得從「利己」的社會責任做起，更要從「利己」的責任提昇到「利他」的倫理層次。本課程主要內容涵蓋如下：（1）倫理道德觀念與社會責任的意義；（2）倫理議題與決策環境關係；（3）社會責任的分類與作法；（4）企業倫理與社會責任的關係；（5）農企業經理人的倫理原則；（6）企業倫理的應用與養成。

502017 Agribusiness Ethics

3 R

H. J. Hong, S

What the business earned is not just come from the business's effort, but also from the results that customers consumed and the environmental factors such as culture, political, interacted. As a modern manager hoped to run an agribusiness vigorously and perpetually, he should begin the responsibility on "egoism", then, sublimate "egoism" into "altruism" an ethical level. The main content of this course including: (1) the basic concept of ethics and social responsibility; (2) the relationship between ethic issues and decision environment; (3) the category and methods about social responsibility (4) the relationship between agribusiness ethics and social responsibility; (5) the ethic rules for agribusiness managers; (6) the application and cultivation of agribusiness ethics.

二、選修科目 Elective Courses

502018 社會學

3 選

林豐瑞, 上

本課程旨在介紹社會學的理论與觀點，以培養學生對社會現象、社會關係、社會問題的觀察及解釋能力。主要內容包括：社會學的觀點、社會化、社會團體、社會階層、社會制度、會變遷等。

502018 Sociology

3 S

F. J. Lin, F

This course is going to introduce the theories and perspectives of Sociology. The main objective of this course is to increase the student's abilities of observing and explaining social phenomena, social relationship and social problems. The major topics of this course are: the perspectives of sociology, socialization, social group, social stratification, social institution social change, etc.

502019 管理心理學

3 選

洪惠貞, 上

明瞭行為是管理自我及他人的主要關鍵。本課程希望藉由對人類行為有系統的認識，使學習者能更有效地運用基本的心理學知識與技巧，以改進管理的效能。授課過程中，將就個人、二人、群體及組織等不同的層面，漸次介紹相關知識；並透過個案討論與練習活動等方式，期能強化學習效果。教學的內容包括：人類行為的理論、感知、挫折、衝突、壓力、學習、問題解決、價值觀、決策、權力與影響力、領導、溝通、群體關係、組織變革及個人生涯規劃等議題。

502019 Managerial Psychology

3 S

H. J. Hong, F

Understanding of human behavior is the key to effective management. The main purpose of this course is to help the individual to utilize managerial skills more effectively, through a

thorough understanding of human behavior, in order to enhance management efficiency. Topics regarding individual, small group and up to the entire organization will be covered. Case studies and in-class activities will also be employed to motivate student learning. Topics will include: theories of human behavior,, perception, frustration, conflict, stress, value, learning, problem solving , decision making, power and influence, leadership, communication, group relationship, organization related issues as well as personal career planning.

502020 農業概論

3 選

蔡青園, 上

本課程目的在能使學生瞭解農業之意義及重要性，明瞭農業與自然環境之關係，熟悉農、林、漁、牧之管理技術，學習農民組織及農業推廣知識，掌握最新農業政策及未來發展趨勢。課程內容包括：1. 農業環境及作物生長條件 2. 農業相關產業介紹 3. 農用資材產業簡介及 4. 農場經營與農業政策。

502020 Introduction to agriculture

3 S

C. Y. Tsai, F

The purpose of the course is not only to allow students to realize the use of economic methods in production/service of agribusiness products, but also to understand its significance to agriculture. When the relationship between an agricultural and natural environment is defined, better management practices can be done. This will foster better cooperation between farming organizations thus prompting agricultural promotion. These promotions will in turn address current policies necessary for future development. The course contents: 1. Agriculture environment and crop growth conditions; 2. The introduction to agricultural industries; 3. The introduction of agriculture material industry; 4. Farm administration and agriculture policies.

502021 生物學

3 選

蔡青園, 下

本課程指在希望能夠引導學生對於生物學領域有基本的認識，授課內容包括：生態學的介紹、生命的化學本質、細胞、能量與代謝、生命的遺傳基礎、物種變異性的演化歷史、植物以及動物的構造和功能。

502021 Biology

3 S

C. Y. Tsai, S

The purpose of this course is hoped that this study will server as a guide for advanced in the field of biology. It provides the necessary information including an introduction to ecology, the chemistry of life, the cell, the gene, the evolutionary history of biological diversity, the form and function of plant and animal.

502022 鄉村社會學

3 選

林豐瑞, 下

先介紹農村社會學之特質與其研究方法，接而講述有關農村家族生活、村落社會、鄉村政治等之社會結構與教育、經濟、宗教、家庭等社會制度，社會組織、人際關係、社會階層等等介紹，最後說明如何建立一現代化之農村社會，其應有之作法與方向。

502022 Rural sociology

3 S

F. J. Lin, S

First, introduces the characteristics and research method of rural sociology. Then, describes social structure related with rural family living, village society and country politics,

social system of education, economics, religion and family, social organization, human relation, social rand, and so on. Lastly, explains how to build a modern rural society and the way and direction to achieve it.

502023 商事法

3 選

洪惠貞, 上

本課程教授的目的在使學生熟悉商事法知識及應用，以配合農企業經營上可能面臨的商事法規。包括：(1) 公司法 (2) 票據法 (3) 海商法 (4) 保險法。

502023 Business Law

3 S

H. J. Hong, F

This course is to teach business law, which an agribusiness owner or manager will need to deal with. It includes: 1. Company Law; 2. Law of Negotiable Instruments; 3. Marine Commerce Law; 4. Insurance Law.

502024 農場企業經營

3 選

段兆麟, 上

本課程內容在於介紹目前我國台灣地區主要農場企業之經營管理。包含：1. 農作物：花卉、蔬菜、果樹、特用作物 2. 林產物 3. 水產養殖 4. 畜產 5. 休閒農業。

502024 Farm Business Management

3 S

C. L. Tuan, F

This course introduces management practices for the major enterprises of farms in Taiwan. The enterprises which will be of major concerns are: 1. Major Crops: Flowers, Vegetables, Orchards, and Special crops; 2. Forest Farming; 3. Agriculture; 4. Livestock farming; 5. Leisure Farming.

502025 個體經濟學

3 選

鄭秋桂, 上

本課程旨在介紹一般個體經濟理論之觀念，及其在農企業管理問題研究上之應用。其內容主要包括：1. 消費者理論：包含效用需求函數、確定及不確定性下之選擇 2. 生產者理論：包含生產函數與成本函數 3. 市場理論：包含完全競爭、獨占、寡占、不完全競爭等市場型態 4. 資訊經濟學：包含道德危險與反向選擇。

502025 Microeconomics Cheng

3 S

C. K. Cheng, F

The purpose of this course is to study the theory of microeconomics and its application to the problems in agribusiness management. The major contents include: 1. The theory of consumer choice and demand, including utility and demand function, choice under certainty and uncertainty; 2. The theory of the firm, including the production and cost functions; 3. The theory of markets, including the perfect competition, monopoly, oligopoly, and imperfect competition; 4. Topics in information economics, including the moral hazard and adverse selection.

502026 管理會計

3 選

林永順, 上

本課程之目的在使學生瞭解企業經理人如何利用會計資料進行規劃、控制與制定決策。本課程內容包括：(1) 成本觀念、分類與名詞 (2) 成本習性分析 (3) 變動成本法 (4) 成本—數量—利潤分析 (5) 利潤規劃 (6) 標準成本與 JIT/FMS 之績效衡量 (7) 彈性預算及製造費用分析 (8) 部門化經營與獲利能力分析 (9) 決策之攸關成本 (10) 資本預算與投資決策 (11) 服務部門之成本計價：作業基礎法。

502026 Managerial Accounting**3 S****Y. S. Lin, F**

The emphasis of Managerial Accounting is on uses of accounting data within an organization by its managers who need information to carry out three essential functions in an organization (1)planning operations, (2)controlling activities, and(3)making decisions. The contexts of this course include: 1.Costs: Concepts and Objectives; 2.Cost Behavior Analysis; 3.Variable Costing; 4.Cost-Volume-Profit Analysis; 5.Profit Planning; 6.Standard Costs and JIT/FMS Performance Measures; 7.flexible Budgets and Overhead Analysis; 8.Segment Reporting, Profitability Analysis, and Decentralization; 9.Relevant Costs for Decision Making; 10.Capital Budgeting and Investment Decisions; 11.Service Department Costing: An Activity Approach.

502027 總體經濟學**3 選****鄭秋桂, 下**

本課程旨在介紹消費、投資、貨幣需求與供給、通貨膨脹、失業率與經濟成長之理論模型與實證研究，並討論各種財政政策與貨幣政策之適用時機與效果；另探討理性預期理論及其對總體經濟之影響。

502027 Macroeconomics**3 S****C.K. Cheng, S**

The purpose of this course is to provide the theoretical models and their empirical studies in consumption, investment, demand for and supply of money, inflation, unemployment, and economic growth. The effects of monetary and fiscal policy in the extended models are also discussed. In addition, the theory of rational expectation and its effect on macro economy are explained in the last part of the course.

502028 產業組織**3 選****鄭秋桂, 下**

本課程旨在教授產業組織的基本理論，並說明農企業的市場結構、行為和績效的實證研究，其內容包括：(1) 產業組織的基本概念 (2) 市場佔有率和集中度 (3) 進出市場條件 (4) 購併和規模經濟 (5) 寡佔定價與差別定價 (6) 產品差異及產品增值 (7) 聯合行為 (8) 利潤及價格績效 (9) 技術效率 (10) 公平績效 (11) 實例分析。

502028 Industrial Organization**3 S****C. K. Cheng, S**

The objective of this course is to teach the basic theory of industrial organization, and interpret the market structure, conduct, and performance of agribusiness. It contains:1.Basic Concepts of Industrial Organization; 2.Market Share and Concentration; 3.Market Entry Conditions; 4.Merger and Economic Scale; 5.Monopolistic Pricing and Price Discrimination; 6.Product Differentiation and Added Value; 7.Collusion; 8.Profits Performance; 9.Technical Efficiency; 10.Equity Performance; 11.Case Study.

502029 管理數學**3 選****蔡月香, 下**

管理數學是一有效的數量方法。這個課程提供學生以邏輯思考方式，有系統的模式，面對問題、解決問題。這個課程內容主要含括機率、線性代數、統計及管理科學的基本觀念與技巧以及應用實例。

502029 Management Mathematics**3 S****G. Y. H. Tsai, S**

Management mathematics is one of useful quantitative techniques. The purpose of this course is to provide the students with logical thoughts and systematical ways for facing and

solving management problems. The content of this course is to comprise the conceptual techniques on the probabilities、linear algebra、statistics and management science and to demonstrate their applications.

502030 生物科技產業概論

3 選

蔡青園, 下

課程目標：1. 生物科技產業在國內外發展之現況 2. 各種產業特性 3. 關鍵技術之專利 4. 生技產品開發及投資所面臨的問題。課程內容：1. 生物技術概論 2. 生物技術在產業之發展與應用 3. 先進國家及我國生技產業在技術研發之現況及展望 4. 生技產業的商業行為 5. 生技產品開發及市場需求。

502030 Introduction to Biotechnology Industry

3 S

C. Y. Tsai, S

Course objectives：1.To discuss the development of Bioindustry in Taiwan and advanced countries in the world; 2.The characteristics of Bioindustry in different kind of domain; 3.The special technology in Bioindustry for patent; 4.The problems of exploitation in Bioindustry product and investment for Biotechnology. Course contents：1.Outline of this Bioindustry; 2.The development and application of biotechnology in Bioindustry; 3.The current situation and perspective of Biotechnology industry exploitation in Taiwan and advanced countries in the world; 4.Business behavior in Bioindustry; 5.Market demand and development of Bioindustry products.

502031 統計分析

3 選

彭克仲, 上

本課程的目的在於介紹統計的概念及分析的原理及方法。學習者可以透過實例，進行資料整理、分析並利用各種不同統計的方法以及統計軟體輔助資料分析。本課程的主要內容包含：(1) 緒論 (2) 資料整理與分析 (3) 描述統計 (4) 推論統計 (5) 平均數的差異 (6) 變數間的關係 (7) 無母數統計分析。

502031 Statistical Analysis

3 S

K. C. Peng, F

The purpose of this course is to provide technique of statistics to the undergraduate students. The principle of statistics will be introduced in the course. In addition, technique for data processing and analysis as well as preparation for seminar report will be introduced. Statistical software will be used in the course. Outline of the course include:1.Introduction; 2.Data processing and analysis; 3.Descriptive statistics; 4.Inferential statistics; 5.Analysis of variance; 6.Correlation of variable; 7.Non parametric statistics analysis.

502032 農用資材企業經營

3 選

鄭秋桂, 上

本課程目的主要讓學生了解農用資材企業經營所據為何？及農用資材企業經營的重要性。1. 緒論：農用資材企業經營包含的範圍、特色及定位 2. 農用資材企業經營的 S W O T 分析：針對農藥業、肥料業、飼料業、種苗與種畜禽業、農機業等農用資材企業經營之優劣勢、威脅與機會等，作一綜合性的分析 3. 農用資材企業經營的經營管理：著重農用資材企業經營的組織、生產規劃與決策、原料的進口、產品製造及加工等作業管理、產品行銷投資報酬、資訊與預測等方面 4. 國內外農用資材企業經營成功與失敗之個案分析。

502032 Management of Agricultural Input Sector 3 S C. K. Cheng, F

The purpose of this course is to let students understand what's Agri-Material Business: 1.Introduction to Agri-Material Business: It' Specialty and Role; 2.SWOT analysis for Agribusiness; 3.Agri-Material Business Management; ①Organization ② Planning and Decision ③ Staple Import ④ Production, Manufacture, and Processing Management ⑤ Marketing ⑥ Investment Analysis ⑦ Information and Forecast; 4.Case Studies.

502033 農業金融市場 3 選 鄭秋桂, 上

本課程旨在使學生對國內外之金融市場有基本認識，授課內容包括：(1) 貨幣市場 (2) 資本市場 (3) 外匯市場 (4) 歐洲通貨市場 (5) 歐洲通貨單位 (6) 農業金融 (7) 國際債券市場 (8) 國際外匯市場 (9) 期貨與選擇權市場。

502033 Agricultural Financial Markets 3 S C. K. Cheng, F

Content Abstract:1.Money Market; 2.Capital Market; 3.Foreign exchange Market; 4.Eurocurrency Market; 5.ECU Financial Market; 6.Agricultural Finance; 7.International Bond Market; 8.International foreign exchange Market; 9.The market of Futures and Options.

502034 市場調查與分析 3 選 黃文琪, 上

本課程的目的在於介紹進行市場調查與分析的原理及方法。學習者可以透過實際進行資料收集、問卷設計及調查、資料回收、進行資料整理、分析，並利用各種不同統計的方法以及統計軟體輔助資料分析。本課程的主要內容包含：1. 緒論 2. 市場調查之範圍 3. 市場調查方法與技巧 4. 資料的整理與分析 5. 市場調查報告。

502034 Market Survey and Analysis 3 S W. C. Huang, F

The purpose of this course is to provide technique of market survey to the undergraduate students. The principle of market survey and procedure will be introduced in this course. In addition, technique for data processing and analysis as well as preparation for final survey report will also be introduced. Common spreadsheet software and other statistical software will be used in this course. Outline of the course includes: 1.Introduction; 2.The scopes of market survey; 3.Methods and technique for market survey; 4.Data processing and analysis; 5.Market survey report.

502035 國際行銷管理 3 選 彭克仲, 上

本課程是行銷學與國際貿易實務兩學科的延伸應用，旨在使學生瞭解一般農企業產品的國際行銷，以因應超越國界複雜的農企業行銷市場。國際市場範圍遼闊，具有特殊制度，需要特殊的行銷策略與手段。內容包括：(1) 國際行銷的意義、導向與沿革 (2) 國際行銷的規劃、策略和規模 (3) 文化背景與開拓 (4) 企業慣例 (5) 政治環境 (6) 法律因素理 (7) 國際行銷研究方法 (8) 世界經濟成長 (9) 農企業產品的國際市場的規劃 (10) 全球定價決策 (11) 多國促銷活動 (12) 世界行銷通路之開拓與管 (13) 國際分配運送業務。

502035 International Marketing 3 S K. C. Peng, F

Management

This course gives the knowledge of an international marketing for students including as follows:(1)The concept of International Marketing; (2)Planning; (3)Culture; (4)Rules; (5)Political Environment; (6)Laws; (7)Research Method of International Marketing; (8)International Economics Growth; (9)Products Planning; (10) Global Pricing; (11) Global Promotion; (12) Global Marketing Channel; (13) Physical Distribution; (14) MNC Management.

502036 消費者行爲

3 選

林豐瑞, 上

本課程主要目的在學習消費者決策過程及其影響因素，並強在農企業行銷上之應用。主要內容包含：1. 消費者行爲與行銷策略 2. 外部影響 3. 內部影響 4. 消費者決策過程 5. 農企業的消費者特徵衡量 6. 農企業的消費者行爲與市場區隔。

502036 Consumer Behavior

3 S

F. J. Lin, F

The purpose of the course is to understanding the concept of consumer decision process and the factors that influence on consumer decision & behavior and emphasize the applications in agribusiness marketing. It contains: 1.Consumer behavior and Marketing Strategy; 2.External influences; 3.Internal influences; 4.Consumer Decision Process; 5.Characteristics measurement; 6.Market Segmentation in agribusiness.

502037 生物科技管理

3 選

蔡青園, 上

台灣產業環境面臨轉型，生物科技產業成爲未來發展主流之一，由於其應用範圍幾乎涵蓋所有應用科學，深具發展潛力。生物科技產業由產品研發到商品化，過程漫長且不確定性高，管理者應掌握科技變化與企業經營策略，並以創新產品爲顧客創造價值。課程內容包括：1. 生物科技產業發展與技術分析 2. 生物技術轉移與取得 3. 產品開發管理 4. 技術預測與績效評估以及 5. 智慧財產權管理等五項。

502037 Biotechnology Management

3 S

C. Y. Tsai, F

The industrial environment of Taiwan is changing gradually, so bioindustry becomes one of the mainstream developments in the future. It possesses a heavy potential due to its application scales include all of the applied sciences. The products processing of bioindustry are indefinite and endless from the period of research to become the merchandise, it leads to managers should control the technological varieties and strategies of the business administration, and as the merchandise innovation to be the final purpose for the customers. The course contents: 1.Technique analysis and industrial development of biotechnology; 2.Transferring and getting of the biotechnique; 3.Products exploitation Management; 4.Technique prediction and performance assessment; 5.Intellectual property right management.

502038 商業軟體之應用

3 選

黃文琪, 上

本課程主要在提昇學生對目前在農企業管理相關領域使用之商用軟體的能力，講授內容如下：(1)統計分析軟體 (SPSS) (2)進出口貿易系統 (3)產銷班經營管理系統 (4)POS 系統。

502038 Business Software Applications 3 S**W. C. Huang, F**

The major goal of this course is to enhance the students' capability on using business software in the area agribusiness management. Four sections are included in this course: (1) Statistical Software (SPSS); (2) Export and Import System Software; (3) Management System for the P&M Team; (4) POS system.

502039 休閒農場經營**3 選****段兆麟, 下**

本課程目的在讓學生了解休閒農場的規劃和經營管理實務。內容包括：1. 休閒農場的規劃 2. 生產管理 3. 行銷管理 4. 人力資源管理 5. 財務管理 6. 教育宣導 7. 民宿經營 8. 田園餐飲管理 9. 環境管理 10. 安全管理 11. 經營診斷 12. 觀摩休閒農場實務。

502039 Leisure Farm Management**3 S****C. L. Tuan, S**

The purpose of this course is to let students understand the planning and Management of leisure farm. The contents include: 1. The planning of leisure farm; 2. Production management; 3. Marketing management; 4. Human resource management; 5. Finance management; 6. Education; 7. Housing management; 8. Restaurant management; 9. Environmental management; 10. Safety management; 11. Managerial diagnosis; 12. Visiting leisure farms.

502040 生鮮物流管理**3 選****陳淑恩, 下**

本課程旨在學習於供應鏈的跨組織中，如何管理農企業生鮮產（商）品之物流活動內容。主要內容如下：1 生鮮供應鏈 2 顧客服務 3 物流資訊管理 4 生鮮處理 5 存貨管理 6 運輸管理 7 物流委外管理 8 全球運籌。

502040 Fresh-Product Logistics Management**3 S****S. E. Chen, S**

The purposes of this course focus on how to manage logistics activities of raw and fresh products within and across companies. This course will discuss the following topics for raw and fresh products: 1. supply chain of raw and fresh products; 2. customer service; 3. logistics information systems; 4. raw and fresh product process; 5. inventory and warehousing management; 6. transportation management; 7. outsourcing management; 8. global logistics management.

502041 農產品安全管理**3 選****洪惠貞, 下**

本課程旨在教導學生管理農產品安全之相關技巧與知識。其主要內容如下：(1) 優質農業及安全農業之概念 (2) 農產品之標章與驗證制度 (3) 農場安全與衛生管理 (5) 農產品安全相關法規 (6) 農產品作業管理與規範。

502041 Safety Management of Agricultural Products**3 S****H. J. Hong, F**

This course aims at teaching students the relevant skills and knowledge about the safety management of agricultural products. Its main content is as follows: (1) The concept of High-quality and security agriculture (2) The identification of agricultural products and its certification system (3) management of farm hygiene and safety (5) regulations of safe management relevant to agricultural products (6) the operating management and standardizing

of agricultural products.

502042 國際貿易實務

3 選

彭克仲, 下

本課程旨在使學生瞭解：①國際間交易如何進行、處理國際間交易的技術、獲得國際間交易的知識。內容包括：(1) 國際貿易的交易程序 (2) 交易前的準備 (3) 國際交易條件及其解釋規則 (4) 國際商會貿易條件解釋規則 (5) 美國對外貿易條件解釋規則 (6) 華沙牛津規則及其他貿易條件 (7) 基本交易條件 (8) 一般交易條件的協議 (9) 報價與接受報價 (10) 貿易契約 (11) 進口簽證 (12) 信用狀 (13) 進口結匯 (14) 進口報關、檢驗與提貨 (15) 出口簽證、檢驗與報關 (16) 出口結匯 (17) 定期船運輸 (18) 不定期船運輸 (19) 提單 (20) 貨物運輸保險 (21) 輸出保險 (22) 匯票 (23) 貿易索賠與糾紛 (24) 國際交務仲裁 (25) 三角貿易。

502042 International Trade Praticce

3 S

K. C. Peng, S

This course gives the a technique of international trade for students, including as follows: (1)Procedure of Trade and Delivery; (2)Preparation for Trade; (3)Rules of Terms and Conditions of Trade; (4)INCOTERMS; (5)American Definition; (6)Warsaw Oxford Rule; (7)Terms and Conditions of Trade; (8)Negotiation for Trade; (9)Offer and Acceptance; (10)Contract; (11)Import permit; (12)Letter of credit ; (13)Import Negotiation ; (14)Import-Customs, Inspection; (15)Export-Customs and Inspection; (16)Export Settlement ; (17)Conference Vessel; (18)Non-conference Vessel; (19)Bill of Landing; (20)Insurance; (21)Export Insurance; (22)Draft; (23)Claim and Dispute; (24)Arbitration; (25)Triangle trade.

502043 組織行為

3 選

林永順, 下

本課程主要是介紹組織行為的基本觀念與相關的理論。本課程主要目的是使學生了解組織行為與組織績效的關係。本課程的主要內容包括：1. 組織行為與組織結構的關係 2. 組織行為的相關理論 3. 影響組織行為的重要因素之探討 4. 如何運用組織行為的理論與原則，提升組織的作業績效 5. 實務界有關組織行為動要課題。

502043 Organizational Behavior

3 S

Y. S. Lin, S

This course introduces basic concepts and theories in organizational behavior. The purposes of this course are providing students with knowledge about organizational performance and organizational behavior. The major topics included in this course are: 1.Organizational behavior and organizational structure. 2. Major theories in organizational behavior. 3. Investigations of critical success factors for influencing organizational behavior. 4. How to apply theories and practical guides in organizational behavior to improve organizational performance. 5. Key issues of organizational behavior in practices.

502044 產品創意設計概論

3 選

洪惠貞, 下

我們的生活本就潛藏創意，透過有效的知識學習更能有效開發創意，本課程旨在啓發學生的創造力，以深入探索新產品設計的發展前途與契機。主要課程內容包括 (1) 創意實踐的知識基礎 (2) 創意開發方法、(3) 產品設計基本概念 (4) 產品設計的理論建構 (5) 設計的文化基礎：設計、符號、溝通 (6) 流行訊息、產品設計實務。

**502044 Introduction of Product
Creativity Design**

3 S

H. J. Hong, S

Our life is full of imagination originally. We can effectively develop the imagination through effective knowledge learning. This course aims at inspiring students' creativity, in order to further investigate development prospect and opportunity of new product design. The main course content including (1) Knowledge foundation that the creation is practiced (2)Development approach of the creativity, (3)Basic conception of product design (4)The theory of product design is built and constructed (5)Cultural foundation designed: Design, symbol, communicating (6)Fashion information, product design practice.

502045 農漁會經營管理

3 選

段兆麟, 下

農會與漁會是台灣最主要的農漁民組織，兼具經濟性、社會性、教育性，及政治性等特質。本課程目的在培養學生具備農漁會的經營管理能力，以提高其經營績效。課程架構如下：1. 農漁會的意義與功能 2. 農漁會發展的現況 3. 農漁會的法規體系 4. 農漁會的組織運作 5. 農漁會會務管理與經營策略 6. 農漁會供銷業務管理 7. 農漁會保險業務管理 8. 農漁會信用業務管理 9. 農漁會推廣服務管理 10. 農漁會現有問題與未來發展。

**502045 Management of Farmers' and
Fisherman's Association**

3 S

C. L. Tuan, S

The contents of the course are as follows : 1. The meaning and function of farmers' and fishers' association; 2. The current development of farmers' and fishers' association; 3. The rules system of farmers' and fishers' association; 4. The organization of farmers' and fishers' association; 5. The inner affairs management and business strategies of farmers' and fishers' association; 6. The management of material supplying and product sale of farmers' and fishers' association; 7. Insurance management of farmers' and fishers' association; 8. Credit management of farmers' and fishers' association; 9. Extension and service management of farmers' and fishers' association; 10. The problems and future development of farmers' and fishers' association.

502046 農業合作社場經營管理

3 選

段兆麟, 下

農業合作社及合作農場是具有法人性質的農企業產銷組織。本課程目的在培養學生具備農業合作社場的經營管理能力，以提高其經營績效。課程架構如下：1. 合作社的意義與功能 2. 台灣農業合作社場發展的現況 3. 農業合作社場的法規基礎 4. 農業合作社場的組織運作 5. 農業合作社場的營運管理 6. 台灣農業合作社場現存問題與未來發展。

**502046 Agricultural Cooperatives
Management**

3 S

C. L. Tuan, S

The contents of the course are as follows : 1.The meaning and functions of cooperatives; 2.The current situation of agricultural cooperatives in Taiwan; 3.The laws of agricultural cooperatives; 4.The organization of agricultural cooperatives; 5.The operations of agricultural cooperatives; 6.The problems and future development of agricultural cooperatives in Taiwan.

502047 農企業投資管理**3 選****陳淑恩, 上**

本課程主要包括實質資本投資與證券投資，授課內容有：1. 農企業投資概說 2. 企業投資計畫形成之過程 3. 投資可行性分析 4. 資本預算 5. 投資規畫 6. 證券與市場 7. 風險與報酬 8. 投資組合概念 9. 資本資產訂價模式 10. 證券報價 11. 國際投資管理概念。

502047 Agribusiness Investment Management**3 S****S. E. Chen, F**

This course contains both real capital investment and security investment. The major contents are as follows: 1. introduction to agribusiness investment; 2. the formation of investment plan; 3. investment feasibility analysis; 4. capital budgeting; 5. investment plan; 6. securities and security markets; 7. risks and returns; 8. the concept of portfolio management; 9. capital asset pricing models; 10. security evaluation; 11. the introduction to international investment management.

502048 食品企業經營**3 選****林永順, 上**

本課程主要在提昇學生對農產加工企業之管理能力。就農、林、漁、牧四類農產加工企業，分別講授下述內容：(1) 企業環境與現況 (2) 企業特質與未來 (3) 企業的企業功能如何運作 (4) 企業的管理功能如何運作。

502048 Food Business Management**3 S****Y. S. Lin, F**

The major goal of this course is to enhance the students' capability on managing food processing of agribusiness. Four sections are included in this course: (1)Business Environment; (2)Business Characteristics & It's Future Insight; (3)How to Operating the Business Function; (4)How to Operating the Management Function.

502049 國際農企業**3 選****林永順, 上**

本課程係為使小型農企業發展成為跨國性農企業，具經營管理上的必要途徑考量，其目的有 1. 充分利用國際資源：原料、人才、資金、機器、管理。2. 擴大市場：台灣只有二千三百萬人口，唯有跨國性企業才具規模經濟，以提昇競爭力。其重點包括：1. 跨國性農企業的基本概念 2. 跨國性農企業的理论及環境 3. 跨國性農企業的策略 4. 跨國性農企業的組織、領導及文化 5. 跨國性農企業的管理。

502049 Transnational Agribusiness**3 S****Y. S. Lin, F**

The purpose of Transnational Agribusiness is to fully use of informational resources and market. It includes: 1. Transnational Agribusiness basic concepts; 2. Transnational Agribusiness theories and environment; 3. Transnational Agribusiness strategy; 4. Transnational Agribusiness organization, leadership and culture; 5. Transnational Agribusiness management.

502050 行銷通路管理**3 選****陳淑恩, 上**

行銷通路管理是一種以跨組織的行為管理。本課程旨在提昇學生行銷通路管理之能力，並具備有效落實行銷策略的潛能。本課程內容包含：(1) 行銷通路導論：結構、功能與合作 (2) 行銷通路的要素：零售、批發、實體配銷 (3) 通路規劃 (4) 通路組織系統的類型 (5) 通路成員的夥伴關係 (6) 通路溝通與資訊系統

(7) 行銷通路之績效評估 (8) 國際行銷通路 (9) 服務業行銷通路。

502050 Marketing Channel Management 3 S

S. E. Chen, F

Marketing channel management is a behavior management within and across channel partners. The objectives of this course are to enhance the students' abilities on marketing channel management and to have the competence efficiently to implement the marketing strategy. The course contents include: 1. introduction to marketing channel: structure, functions and partnerships; 2. components of marketing channels: retailing, wholesaling and physical distribution; 3. channel planning; 4. channel systems; 5. partnerships of channel members; 6. channel communication and information systems; 7. performance evaluation of marketing channel; 8. international marketing channels; 9. marketing channels for services.

502051 農企業營運計畫撰寫

3 選

洪惠貞, 上

本課程主要在教導學生如何撰寫「農企業營運計畫書」；藉由「營運計畫書」管理者可檢視其創業目標、產品、定位、市場分析等是否詳實；更攸關其創業的可行性與成功機率。課程內容包括下列主題之撰寫：(1) 摘要 (2) 營運動機與產業背景 (3) 農產品或服務之經營概況；(4) 市場研究與分析 (5) 行銷計畫 (6) 營運計畫 (7) 管理團隊 (8) 財務規劃 (9) 結論與願景。

**502051 Writing for Agribusiness
operate Prospectus**

3 S

H. J. Hong, F

This course is teaching students how to write an operating plan for an agribusiness. By 'operate prospectus', administrator can look over their goal, products, making a reservation, market analysis, etc. are full and accurate to start an undertaking; Concern feasibility that start an undertaking its and succeed in probability even more. The course content includes the writing of the following themes: (1) Summary (2) Operation motive and industry's background (3) Management overview of agricultural products or the service; (4) Market survey and analyzing (5) Marketing plan (6) Operation plan (7) Management group (8) The financial affairs planning (9) The conclusion and scene of wishing.

502052 休閒農場規劃與體驗設計

3 選

段兆麟, 上

休閒農場規劃，完成經營計畫書，是休閒農場申請登記的必要步驟；而體驗活動是休閒遊憩最主要的部份，是遊客能否獲得滿足的關鍵。因此休閒農業經營必須特別注重整體規劃與體驗活動的設計。本課程目的在講授休閒農場規劃的原理，及體驗活動設計的知識與能力。課程內容包含下列單元：休閒農場規劃的方法、籌設與登記的程序、體驗經濟理論、體驗活動的資源、體驗活動設計的方法、休閒農業體驗活動觀摩等。

**502052 Planning and Experience
Activities Designing of Leisure Farm**

3 S

C. L. Tuan, F

The contents of the course are as follows: the skill of planning of leisure farm, the process of applying for allowance, the theory of experience economy, the resources of experience activities designing, the skill of experience activities designing, leisure farms visiting etc..

502053 農企業經營診斷**3 選****蔡月香, 下**

本課程乃使學生將經營診斷的原則運用在農企業上，並以個案方式來探討與解決農企業的管理問題。內容包括：1. 營分析與農企業診斷之基本概念 2. 分析篇 ① 經營分析之方法② 經營計畫與預算控制③ 資金與利益管理④ 營運特性分析 3. 診斷篇 ① 策略管理② 組織診斷③ 企業功能查核④ 企業績效評估 4. 整合篇 ① 環境分析② 農企業經營與資訊③ 危機管理。

502053 Agribusiness Diagnosis**3 S****G. Y. H. Tsai, S**

The course provides students with detailed case studies and practical rules in agribusiness to do agribusiness diagnosis more properly and to solve problems in a more effective way. The contents of the course are as follows: 1. Basic concepts: ① Introduction to operation analysis ② Introduction to agribusiness diagnosis; 2. Analysis: ① The method of operation analysis② Operation planning and budgeting control③ Capital and benefit management④ Analysis of financial statement; 3. Diagnosis: ① Strategy management② Organizational diagnosis③ Agribusiness functional diagnosis④ Agribusiness performance diagnosis; 4. Integration: ① The analysis of agribusiness environment② Agribusiness management and information③ Crisis of management.

502054 談判策略與技術**3 選****林豐瑞 S**

本課程主要是訓練學生，在面對立場或利益衝突時，與對方達成協議時的協商策略和技巧。主要內容包括：(1) 談判的本質 (2) 談判的相依性 (合作與競爭) (3) 談判計劃和策略擬訂 (4) 談判的溝通面與說服面 (5) 談判的權力因素 (6) 談判的戰略與戰術 (7) 第三者的介入 (8) 談判的道德層面 (9) 專題討論。

**502054 Negotiation Strategy and
Technique****3 S****F. J. Lin, S**

The purpose of this course is to help students realize that negotiation is a process by which we attempt to influence others to help us achieve our needs, while at the same time taking their needs into account. It will discuss the following topics, such as: 1. The Nature of Negotiation; 2. Interdependence (Cooperation and Competition) ; 3. Negotiation Planning and Strategy; 4. The Communicating Processes and Persuasion Processes; 5. Power in Negotiation; 6. Strategy and Tactics of Distributive Bargaining and Integrative Negotiation; 7. Third Party Interventions; 8. Ethics in Negotiation; 9. Special Topics Discussion.

502055 危機管理**3 選****林豐瑞, 下**

本課程之目的旨在探討企業面對重大危機時之診斷、組織、處理及公共關係等。此外，也會探討面臨危機時各階段作法及如何進行預防管理。

502055 Crisis Management**3 S****F. J. Lin, S**

The purpose of this course is to discuss the diagnose of crisis, organization, treatment and public relationship for an enterprise when encountering the crisis. The course also explains the actions should be taken during the different stages of crisis and how to prevent crisis for an enterprise.

502056 農業政策**3 選****黃文琪, 下**

502056	Agricultural policy	3	S	W. C. Huang, S
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502057 大陸經貿與農企業 3 選 段兆麟, 下

502057	The Economy and Agribusiness in Mainland China	3	S	C. L. Tuan, S
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工業管理系 Department of Industrial Management

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專業必修科目 Required Courses

572001	工業管理概論	3	Introduction to Industrial Management	
572002	微積分(一)	2	Calculus (1)	
572003	微積分(二)	2	Calculus (2)	
572004	會計學(二)	3	Accounting (2)	
572005	企業軟體設計	3	Business Software Design and Application	
572006	成本會計與實習	3	Cost Accounting and Practice	
572007	管理數學	3	Managerial Mathematics	
572008	行銷管理	3	Marketing Management	
572009	工程經濟	3	Engineering Economics	
572010	統計學實習(一)	1	Practice of Statistics (I)	
572011	統計學實習(二)	1	Practice of Statistics (2)	
572012	工作研究與實習	3	Motion and Time study (Including Lab.)	
572013	自動化概論	3	Introduction to Automation	
572014	生產管理與實習	3	Production Management (Including Lab.)	
572015	品質管理與實習	3	Quality Management (Including Lab.)	
572016	作業研究(一)	3	Operation Research (1)	
572017	作業研究(二)	3	Operation Research (2)	
572018	設施規劃與實習	3	Facility Layout and Planning (Including Lab.)	
572019	品質工程	3	Quality Engineering	
572020	專題研討	1	Seminar	

專業選修科目 Elective Courses

572021	物料管理	3	Materials Management	
572022	經濟分析	3	Economics Analysis	
572023	會計報表分析	3	Financial Report Analysis	
572024	企業倫理	3	Business Ethics	
572025	邏輯學	3	Logic	
572026	專案管理概論	3	Introduction to Project Management	
572027	物流管理	3	Logistics Management	
572028	網路軟體設計	3	Web Software Design	
572029	電腦輔助設計	3	Computer Aided Design	
572030	管理心理學	3	Managerial Psychological	
572031	商用英文	3	Business English	
572032	資訊系統分析與設計	3	Information System Analysis and Design	
572033	管理會計與實習	3	Managerial Accounting and Practice	
572034	人力資源管理	3	Human Resource Management	
572035	法律與經營	3	Business Law	
572036	統計分析	3	Statistical Analysis	

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專業選修科目 Elective Courses

572037	人因工程與實習	3	Ergonomics and Practice	
572038	商業自動化	3	Introduction to Commercial Automation	
572039	資訊管理	3	Information Management	
572040	財務管理	3	Financial Management	
572041	服務管理	3	Service Management	
572042	策略管理	3	Strategic Management	
572043	可靠度分析	3	Reliability Analysis	
572044	迴歸分析	3	Regression Analysis	
572045	製造策略	3	Manufacturing Strategic	
572046	製造程序	3	Manufacturing Process	
572047	電子商務	3	Electronic Commerce	
572048	彈性製造系統	3	Flexible Manufacturing System	
572049	投資與理財	3	Investment and Finance	
572050	創新管理	3	Innovation Management	
572051	決策理論	3	Introduction to Decision Analysis	
572052	實驗設計	3	Design of Experiment	
572053	存貨理論	3	Inventory Theory	
572054	品質管理研討	3	Quality Management System Practice	
572055	生產系統設計與管理	3	Design and Management of Production System	
572056	產業分析與改善	3	Business Analysis and Improvement	
572057	先進製造系統	3	Advanced Manufacturing System	
572058	產品研發管理	3	Product Research and Development	
572059	管理實務研討	2	Management System Seminar	
572060	工廠實習	2	Practical Training in Factory	
572061	系統模擬	3	Simulation	
572062	工程企劃與報告	2	Engineering Project & Report	
572063	科技管理	3	Management of Technology	
572064	管理技能實務	3	Practical Skills of Management	

工業管理系

Department of Industrial Management

一、必修科目 Required Courses

572001 工業管理概論

3 選

王貳瑞、上

本項課程講授主要在於提供學生基本的工業管理相關理念，以作為後續修業基礎，內容包括：工業管理基本概念介紹、管理循環、預測、研究與發展、設施規劃、生產管理、工作研究、物料管理系統、人力資源規劃、行銷管理、品質管理、人因工程。

572001 Introduction to Industrial Management

3 S

E. J. Wang, F

The objective of this subject is to provide basic concepts of related industrial management for fresh students. The subject contents are: Introduction, Management cycles, Forecasting techniques, Research and development, Facility planning, Production management, Work study systems, Material management systems, Human resource planning, Marketing, Quality management, Ergonomics.

572002 微積分(一)

3 必

黃允成、上

本課程旨在培養學生數學推理與計算能力，提升學生運用數學工具分析問題及解決問題的能力。本課程內容包括：微積分導論、函數之定義與特性、極限與連續、導函數、導函數之應用、指數函數與對數函數、積分、各種積分技巧、多變數函數、最佳化之應用(求極大與極小)、三角函數及其導函數、級數與泰勒展開式等。

572002 Calculus (1)

3 R

Y. C. Huang, F

The purpose of this course is to train and enhance the ability of mathematical inference and calculation skills. Furthermore, the learning of this course can improve the ability of problem analysis and solving. The main topics of this course include: the introduction of calculus, limits and continuity, differentiation, application of the derivative, exponential and logarithmic functions, Integration and its applications, techniques of integration, functions of several variables, trigonometric functions, series and Taylor polynomials.

572003 微積分(二)

3 必

黃允成、下

本課程旨在培養學生數學推理與計算能力，提升學生運用數學工具分析問題及解決問題的能力。本課程內容包括：微積分導論、函數之定義與特性、極限與連續、導函數、導函數之應用、指數函數與對數函數、積分、各種積分技巧、多變數函數、最佳化之應用(求極大與極小)、三角函數及其導函數、級數與泰勒展開式等。

572003 Calculus (2)**3 R****Y. C. Huang, S**

The purpose of this course is to train and enhance the ability of mathematical inference and calculation skills. Furthermore, the learning of this course can improve the ability of problem analysis and solving. The main topics of this course include: the introduction of calculus, limits and continuity, differentiation, application of the derivative, exponential and logarithmic functions, Integration and its applications, techniques of integration, functions of several variables, trigonometric functions, series and Taylor polynomials.

572004 會計學 (二)**3 必**

本課程主要目的，在介紹學生有關會計學中最近的理論與實務議題，經由研討，將使學生更加了解有關管理領域中最新發展的現況。

572004Accounting (2)**3 R**

The main purpose of this course is to introduce recent issues in Accounting. The scope includes theoretical field and practical application. Through this course, the students will have more clear understanding about the development of management.

572005 企業軟體設計**3 必****李祥林、下**

本課程在介紹產業電子化過程中軟體設計與應用之相關主題。學生須透過對資訊系統應用的專業知識，發展產業之專業軟體。教授範圍含蓋企業網站規劃與設計、資料庫及其他專業系統之設計。課程要求學生學習相關專業語言，並藉由實作以熟悉語言。

572005 Business Software Design and Application**3 R****S. L. Lee, S**

This course teaches students the topics related to the design and application of business software. Based upon the understanding of information technologies, the students are required to use different languages to design various systems, such as web pages, databases, and others. The course emphasizes hands-on experience of languages, system design, and applications.

572006 成本會計與實習**3 必****林坤輝、上**

本課程旨在使學生瞭解成本系統程序與成本會計作業方法，以做為管理規劃與控制之基礎。課程主要內容包括：成本會計觀念與目的介紹、成本-數量-利潤分析、成本會計資訊系統與成本累積程序、成本會計制度、直接與間接成本之規劃與控制、整體預算與責任會計、彈性預算、差異與管理控制。

575006 Cost Accounting and Practice**3 R****K. H. Lin, F**

The objective of this course is to give students the procedures of cost information and the operation methods of cost accounting such that they can utilize this knowledge as the basis of management planning and control. The content includes the concepts and objectives of cost accounting, cost-volume-profit analysis, cost information system and cost accumulation procedures, cost accounting system, planning and control of direct and indirect costs, master budgets and responsibility accounting flexible budgets, variances, and management control.

572007 管理數學**3 必****黃允成、下**

管理數學主要係探討數學工具如何在管理上之應用，藉以提升管理與決策之品質。希望藉由本課程使同學對於數量工具在經營管理上之實用技巧有基本的認識。希望經由本課程增加同學的推理能力、分析能力、判斷能力，進而提升其做量化決策之能力。本課程之主要內容如下所示：微分在管理上之應用、積分在管理上之應用、不等式、最佳化理論及其應用、基本線性代數及其應用、矩陣及其應用。

572007 Managerial Mathematics**3 R****Y. C. Huang, S**

The objective of the managerial mathematics is to enhance the application ability of mathematics. Through this course, it can improve the following abilities: reasoning, analyzing, judging and decision making. The main topics in this course are: The managerial applications of differentiation、The managerial applications of integral、Inequality、Optimization theorem and its applications、Elementary linear algebra and its applications、Matrix and its applications.

572008 行銷管理**3 必****林晉寬、下**

本課程旨在瞭解滿足社會各階層對商品或勞務需求所做的研究、分析、預測產品發展、訂價、推廣、交易及實體配銷等系列的人類活動，包括：行銷之基本觀念、行銷體系與行銷環境、策略性行銷規劃與行銷管理、各種市場與購買者行為分析、市場需要之測定與市場區隔、產品決策、價格決策、溝通與促銷組合決策。

572008 Marketing Management**3 R****J. K. Lin, S**

The major goal of this course is to understand a series of human action about all social stratification by making study, forecasting, product development, pricing, promotion, trade and physical distribution to satisfy needs of goods and services. It includes: The concept of marketing、The marketing environment、Strategic marketing plane and management、Different kinds market and consumer behavior analysis、Market demand forecasting and segmenting、Product decision、Pricing decision、Communication and promotion mix decision.

572009 工程經濟**3 必****蔡登茂、下**

本課程旨在訓練學生熟悉並運用工程經濟之分析技術以尋找最佳之投資方案。其內容包括工程經濟總論、金錢的時值關係/利率因子、現值法、未來值法及年金值法、決定最低吸引報酬率、內部報酬率及外部報酬率、投資方案比較、利益/成本法、折舊、稅後經濟分析、損益平衡分析、重置分析、風險性分析及多屬性決策分析。

572009 Engineering Economics**3 R****D. M. Tsai, S**

The objective of this course is to train the students in familiarizing and utilizing the analytical techniques of Engineering Economics to select the optimal investment alternative. The contains include(1)introduction to Engineering Economy, (2)principles of money-time relationships/interest factors, (3)the Present worth method, (4)the future worth method, (5)the

annual worth method, (6)the determination of MARR、IRR、ERR, (7)alternatives selection, (8)the benefit/cost, (9)depreciation, (10)after-taxes economic analysis, (11)break-even analysis, (12)replacement analysis, probabilistic risk analysis, and multi-attribute decision analysis.

572010 統計學實習 (一)

1 必

黃允成、上

本課程將配合統計學的教授，作為統計學的支援課程。期以實作與練習增加同學對統計方法之瞭解與認識。本課程內容包括敘述統計、機率、機率分配、抽樣、抽樣分配、估計、假設、假設檢定、變異數分析、迴歸分析、相關分析、卡方檢定、指數和時間數列等習作。

572010 Practice of Statistics (1)

1 R

Y. C. Huang, F

This course mainly goes with Statistics as a supporting course. This course includes cases studies, problems practice of contents of Statistics.

572011 統計學實習 (二)

1 必

黃允成、下

本課程將配合統計學的教授，作為統計學的支援課程。期以實作與練習增加同學對統計方法之瞭解與認識。本課程內容將包括敘述統計、機率、機率分配、抽樣、抽樣分配、估計、假設、假設檢定、變異數數分析、迴歸分析、相關分析、卡方檢定、指數和時間數列等之習作。

572011 Practice of Statistics (2)

1 R

Y. C. Huang, S

This course mainly goes with Statistics as a supporting course. This course includes cases studies, problems solving, and statistical concepts discusses.

572012 工作研究與實習

3 必

何正斌、下

本課程主要目的是增進學生分析工廠工作狀況及解決問題的能力，並提供一些工作量測的工具去評估生產活動的生產力。本課程另一個目標是希望培養學生發掘問題的能力及解決問題的方法，並藉由剔、合、重、簡等思考系統化改善思考程序，增加現代化工廠生產力。

572012 Motion and Time Study

3 R

Cheng-pin Ho, S

This course is designed to give the students ability to analyze a work situation at manufacturing factory and design a better method. It is also intended to provide the work measurement tools to measure and evaluate the productivity of activities. The second objective of this course is trying to help students with the ability of finding and solving problems facing in the factory. By means of learning of eliminate, rearrange, combine and simplify or so called procedure of systematic improvement process, students can increase the productivity of modern factory.

572013 自動化概論

3 必

張添盛、下

本課程旨在介紹自動化的由來、發展趨勢、系統的需求、自動化與社會的關係及自動化的實務應用等。課程內容包括：自動化的簡介（含動機、意義、歷史演進等）、自動化的種類及其應用範圍、自動化工業與傳統工業之比較、實例探討／工廠參觀及實例診斷、生產自動化的深入探討、政府推動自動化的方針及

未來的發展。

572013 Introduction to Automation 3 R T. S. Chang, S

The principal objective of this course is to introduce the history and system requirement of automation. The relationship between automation and society will be investigated. The practical application of automation concept is also provided. This course is organized as follows : Introduction to automation (motivation, history) 、 Different types of automation and their applications 、 Comparison between automatic industry and traditional industry 、 Case study and diagnosis. 、 Investigation to production system. 、 Automation strategies of the government.

572014 生產管理與實習 3 必 黃祥熙、上

本課程旨在透過課程講授、個案研讀、實務影片觀賞與討論以及產業調查報告的方式，培養學生熟習生產管理的各項法則及分析方法在生產實務的應用。其內容包括：生產／作業管理總論、企業最佳典範、生產／作業策略、製程管理、產能規劃、位址決策、設施佈置、供應鏈管理、物料管理/存貨控制模式、整體規劃、物料需求規劃、及時化生產系統、排程與作業控制、專案管理、實作實習。

**572014 Production Management 3 R H. H. Huang, F
(Including Lab.)**

The objective of this course is to train students in familiarizing and utilizing the theory and principles of production management for future practical application by lectures, case study, video watching and discussion, and term-paper report. It contains: Introduction to Operations Management 、 Best practices 、 Operations Strategy 、 Process Management 、 Capacity Planning 、 Location Strategy 、 Layout 、 Supply Chain Management 、 Independent Demand Inventory Systems 、 Aggregate Production Planning 、 Material Requirements Planning 、 Just-in-Time Systems 、 Scheduling and Activity Control 、 Project Management 、 Lab 。

572015 品質管理與實習 3 必 何正斌、下

本課程旨在透過課程講授、個案研讀、實務影片觀賞與討論及品管專題報告製作的方式，培養學生熟習品質管理的各項理論及分析工具在實務上的應用。其內容包括：品管概論、品管組織、品質成本、品質保證、全面品管、服務品質管理、品質改善手法、品管圈的推行與運作、ISO 9000 品保模式、統計品質管制及管制圖的應用、製程能力分析、驗收抽樣計畫、品質機能展開、視聽教材研討、實作實習。

**572015 Quality Management 3 R Cheng-pin Ho, S
(Including Lab.)**

The objective of this course is to train students in familiarizing and utilizing various theories and practices of quality management by lectures, case study, video watching and discussion, and term-paper report. It contains: Introduction to Quality Management 、 Quality Organization 、 Quality Cost 、 Quality Assurance 、 Total Quality Management 、 Service Quality 、 Quality Improvement Tools 、 Quality Control Circle 、 ISO 9000 series 、 Statistical Quality

Control/Control Charts、Process Capability Analysis、Sampling Plans、Quality Function Deployment、Audio/Video Discussion、Lab。

572016 作業研究 (一)

3 必

蔡登茂、上

本課程將介紹作業研究的內涵、理論及應用，以期在工業的管理上，能利用數學模式來解決問題。其課程內容將包括線性規劃、修正式簡算法、敏感度分析、對偶問題、運輸問題、指派問題、網路分析、專案管理。

572016 Operation Research (1)

3 R

Deng-Maw Tasi, F

This course introduces the contents, theory and application of operation research and use mathematical models to solve the problem for the industrial management. The contents of this course include, linear programming, revised simplex method, sensitivity analysis, duality problem, transportation problem, assignment problem, network analysis, and project management.

572017 作業研究 (二)

3 必

蔡登茂、下

本課程為作業研究 (一) 的延續性課程，著重在管理科學問題之模式建構與應用。主要課程內容包括整數規劃、競賽理論、存貨管理、動態規劃、馬可夫鏈、等候線理論。

572017 Operation Research (2)

3 R

D. M. Tsai, S

This is the continuous course of Operations Research I. It emphasizes the model formulation and application of the management problem. The major contents include in this course are integer programming, game theory, inventory, inventory management, dynamic Programming, Markov chains and queuing theory.

572018 設施規劃與實習

3 必

黃祥熙、下

本課程旨在教授工廠規劃與物料搬運的觀念與理論，並訓練學生熟習各項技術，以做為提高生產力的手段。其內容包括：工廠規劃的意義，重要性及適用時機、工廠規劃的系統化步驟、廠址選擇、製程設計、物料流程設計、分析物料流程的傳統與計量技術、活動相關性、空間規劃、區域分派、物料搬運、佈置規劃電腦化。

**572018 Facility Layout and Planning
(Including Lab.)**

3 R

H. H. Huang, S

The objective of this course is to give the concept and theory of factory planning and material handling, and to train the students in familiarizing different techniques to improve productivity. It contains: Definition, importance, and timing for applying of factory planning、Systematic layout design procedures、Site location selection、Process design、Material flow design、The conventional and quantitative techniques of material flow analysis、Activity Relationship, Space planning、Area allocation、Material handling、Computer-aided layout。

572019 品質工程

3 選

何正斌、下

本課程旨在介紹線上品質管制的基本觀念，因此本課程會介紹損失函數與品質水準，公差設計，線上品質管制與回饋，線上品質參數控制，製程品質改善方法，預防保養的概念。

572019 Quality Engineering

3 S

Cheng-pin Ho, S

The course is design to introduce the concept of on-line quality control in production systems. Hence, the course will include topics of loss function and quality level, tolerance design, on-line feedback quality control, on-line process parameter control, methods for process improvements, introduction to preventive maintenance.

572020 專題研討

1 必

林晉寬、下

本課程旨在透過書報雜誌論文研討、專題講座及實務參訪的方式，採雙向互動式教學與研討，培養學生深入了解工業管理相關專業領域之理論與實務。其研討之相關主題包括：工業管理實務、製造業管理、服務業管理、供應鏈管理、品質管理、生產自動化、經營管理、策略管理、組織管理。

572020 Seminar

1 R

J. K. Lin, S

The course adopts interactive teaching and seminar by panel discussion, special topics speech, and plant tour for practical field study. The objective is to provide the students in deeply understanding the expertise knowledge of industrial management. The related themes that could be, but not limited, discussed are: Industrial Management Practice、Manufacturing Management、Service Management、Supply Chain Management、Quality Management、Production Automation、Corporate Management、Strategic Management、Organization Management。

二、選修科目 Elective Courses

572021 物料管理

3 選

蔡登茂、下

本項課程主要在介紹物料管理之相關理念，內容包括物料管理概述、分類與編號、用料預測與物料預算、採購管理、倉儲管理、存貨管理、物料需求規劃及物料管理績效評估

572021 Materials Management

3 S

D. M. Tsai, S

The purpose of this course is to introduce the concept of materials management. The major contents include (1)introduction to materials management,(2)classifying and coding, (3)forecasting and budget planning, (4)purchasing management, (5)warehousing management, (6)inventory management, (7)material requirements planning, (8)performance evaluation

572022 經濟分析

3 選

林坤輝、下

本課程旨在教授產業經濟學的基本理論，並說明企業的市場結構、行為和績效的實證研究，課程內容包括：產業組織的基本概念、市場佔有率和集中度、進出市場條件、購併和規模經濟、寡佔定價與差別定價、產品差異及產品附加價值、聯合行為、利潤及價格績效、技術效率、公平績效、實例分析。

572022 Economics Analysis**3 S****K. H. Lin, S**

The objective of this course is to give the basic theory of industrial economics, and interpret the market structure, conduct, and performance of a firm. The content includes the basic concepts of industrial organization, market share and concentration, market entry conditions, merger and economic scale, monopolistic pricing and price discrimination, product differentiation and added value, collusion, profits performance, technical efficiency, equity performance, and case study.

572023 會計報表分析**3 選****林坤輝、下**

本課程係利用財務報表分析技術評估分析企業之經營績效、財務狀況與其未來展望。透過實例分析討論企業營業活動與其財務績效之關聯，藉以使學生財務分析之應用更靈活，並且使學生了解企業決策行動之預期結果。本課程內容包括：認識財務報表、損益分析、利潤結構分析、營運資金分析、非流動資產分析、資本結構分析、模式分析與生產力分析。

572023 Financial Report Analysis**3 S****K. H. Lin, S**

This course is designed to use technique of financial statement analysis to assess a company's operating performance, financial position, and future aspects. Emphasis in the case analysis is on the ties between a company's operating activities and its financial performance in order to sharpen students' managerial implications of financial analysis and help students anticipate the consequence of firm's actions. The content includes the overview of financial statements, income statement analysis, profit structure analysis, working capital analysis, non-current assets analysis, capital structure analysis, model analysis and productivity analysis.

572024 企業倫理**3 選****林晉寬、下**

在當今企業的經營環境中，企業倫理的議題較諸以往更加顯示其重要。現今，員工與顧客皆將企業倫理視為首要議題；因此，我們不能忽視這一個重要議題。另一方面，因為企業倫理所牽涉到的課題相當廣泛，我們將從下幾個主要方向加以討論：基本理論介紹、職業與工作倫理、管理倫理、環境倫理、社區倫理、產品及服務倫理、行銷倫理、研發倫理、資訊管理倫理。

572024 Business Ethics**3 S****J. K. Lin, S**

Business Ethics is more important in the present environment than once. Because the employees and customers take the role of Business ethics as the first issue in the process of management, we are not about to neglect this issue. Because the scopes of business management of business ethics relate to many issues, the design of this program will be established on the following topic: Introduce the theory of business ethics、Work ethics、management ethics、environment ethics、community ethics、product and service ethics、marketing ethics、R&D ethics、information management ethics.

572025 邏輯學**3 選****王貳瑞、上**

本項課程講授主要在於提供學生基本的邏輯相關理念，以作為後續修業基礎，內容包括：邏輯本概念介紹、邏輯理論、邏輯與推理、邏輯與數學、邏輯與

寫作、邏輯與辨論、邏輯與生活、邏輯與管理、邏輯應用。

572025 Logic

3 S

E. J. Wang, F

The objective of this subject is to provide basic concepts of logic principles and applications for fresh students. The subject contents are: Introduction、Logic theory、Logic and reasoning、Logic and mathematics、Logic and writing、Logic and debating、Logic and living、Logic and management、Logic applications.

572026 專案管理概論

3 選

黃祥熙、上

面對變遷的競爭環境，許多企業的決策和工作特性變得獨特而相形重要。這些不具重覆性而又重要的工作，突顯專案管理的需求與必要。本課程主要透過專案網圖之繪製與分析，進行作業之管控，以便達成時程、人力、成本等之控制要求 and 目標。內容包括：組織策略下專案管理之安排、定義專案、專案組織類型、專案成本與時間之預估、管理風險、網狀圖與 CPM/PERT 之介紹、要徑之計算、專案趕工計畫、專案資源配置與平準。

572026 Introduction to Project Management

3 S

H. H. Huang, F

Facing the changing competitive circumstances, the characteristics of decisions and jobs for many businesses turn to be unique and important. These unrepeatable and important jobs represent the demand and necessity of the project management. This course manages and controls jobs mainly through the drawing analysis of project network graphs. The goal is to achieve the control requirement of schedule, man power, and cost. Contents include the followings: Alignment of projects with organization strategy, Defining the project, Types of project organization, Estimating project times and costs, Managing risk, Introduction of net work and CPM/PERT, Calculating the critical path, Project crashing plan, Project resources allocation and leveling.

572027 物流管理

3 選

黃允成、上

培養學生相關物流專業知識。內容包括：物流系統概述、物流顧客服務系統、物流資訊系統、物流運輸系統、存貨管理系統、倉儲系統、物流區位規劃、物流配送系統、揀貨系統、物流整體系統設計。

572027 Logistics Management

3 S

Y.C. Huang、F

The objective of this course is help students to establish the basic professional knowledge of logistics. It contains: Introduction of logistics、Customers service system、Logistics Information system、Transportation system、Inventory Management system、Warehousing system、Logistics location selection methods、VRP methods、Picking method analysis、Logistics system design.

572028 網路軟體設計

3 選

李祥林、上

電子化企業已成為二十一世紀的趨勢，此類企業各種資訊與通訊科技。涉及層面含括作業層管理層及策略層，為超大型企業資訊系統，也是為來企業資源的核心，因此其規劃是企業全面性整合規劃的一環。本課程在教導學生基本之網路

程式設計能力，期盼學生能由此踏入無涯的網路世界。課程主要內容含蓋：網站的架設與管理、網頁製作、網路資料庫應用及點子商務應用。

572028 Web Software Design

3 S

S. L. Lee, F

E-Business has become the main business model in the 21st century. Such business employs various computing and information technologies, which have dramatically changed the business, from operation-level to strategic-level. In order to provide students the basic skills required in the 21st century, this course is design to teach the students the programming of network software and applications of such software. The topics covered in the course are: the construction and management of a web site, design of homepages, network database and applications of e-commerce. E-Business has become the main business model in the 21st century. Such business employs various computing and information technologies, which have dramatically changed the business, from operation-level to strategic-level. In order to provide students the basic skills required in the 21st century, this course is design to teach the students the programming of network software and applications of such software. The topics covered in the course are: the construction and management of a web site, design of homepages, network database and applications of e-commerce.

572029 電腦輔助設計

3 選

張添盛、上

本課程旨在教授學生對電腦輔助設計系統的整體了解，並在將來出社會後具備選擇一適合之電腦輔助設計系統的決策能力。課程內容包括：電腦輔助設計系統的簡介、電腦輔助設計的重要性、與電腦輔助設計相關的數值分析方法、電腦繪圖的基本原理、平面及實體模型、電腦輔助設計的應用、電腦輔助設計系統的比較。

572029 Computer Aided Design

3 S

T. S. Chang, F

The principal objective of this course is to provide the student with an understanding of an overview of CAD, the major elements of CAD, and the capability to do the decision making of choosing a suitable CAD system. The course is organized as follows: An overview of computer-aided design system、The importance of computer-aided design、Numerical techniques related to CAD、Principles of computer graphics、Surface modeling and solid modeling、General applications of CAD、The comparison between different CAD systems。

572030 管理心理學

3 選

林晉寬、上

管理心理學乃是一門以心理學的角度來探討組織中，各個人力資源管理制度對員工心理及行為的影響。本課程目標主要是讓學習者了解員工在各種不同的人力資源管理制度下，會有何種心理反應，並進而改善其工作行為，以達到最高的生產力。

572030 Managerial Psychological

3 S

J. K. Lin, F

The psychology of human resources management is a very important subject in the environment of organizational management setting. However, many teachers do not take this topic as an individual program in the classes design. The present class in to make up this shortcoming in order to offering the wider vision to learners. Through the learning, the students will more clearly understand the psychological operations of employee in the system of organizational management practices. The content of this class will include the behaviors

and psychological reaction of employee when he/she encounters with the decision and implement of human resource management. The subjects will conclude the psychological and behavioral problems from selecting, rewarding, appraisal, turnover, and other personnel functions. We hope through the interactive discussion to give the students more knowledge about the psychological side of human resource management.

572031 商用英文

3 選 , 上

該課程主要在培養學生清楚及恰當的商業會話表達能力。課程內容包括電話溝通、職場對話、公司組織、公司歷史、產品內容、行銷及未來發展等的介紹。透過本課程希望增進學生在職場上的英文溝通能力，包含聽、說、讀、寫能力，增加學生踏入職場時之語文技能。

572031 Business English

3 S , F

The goal of this class is to develop students' speaking ability to express themselves clearly and properly in conducting business related conversations and presentations. The content includes: telephones skills, office talks, and presentations with topics such as company organization, company history, product introduction, marketing plans, budget distribution and future development. Even though lectures on the basics of the topics to be covered will be given, students are expected to take initiatives in their learning and the class will be evaluated on the basis of the tasks completed.

572032 資訊系統分析與設計

3 選 李祥林、下

本課程旨在教授學生資訊系統導入前的分析作業，並以企業經營與企業資源規劃之系統分析與設計為重點，內容包括：系統分析簡介、資訊需求規劃程序、資訊分析作業要項、結構化分析方法、資訊設備決策、系統輸出輸入設計、資料處理程序設計、系統成本效益分析、系統發展、系統規範、系統評核、實例研究。

**572032 Information System Analysis
and Design**

3 S S. L. Lee, S

The objective of this course focuses on the business information system analysis and design which includes basic framework discussion of enterprise resource planning and networking among businesses. The course also attempts to discuss the computer operation efficiency and cost/profit evaluation that intends to give students the preceding analysis of information system. The main topics covered in this course are: Introduction to system analysis、Planning procedure for information requirement、Operation items for information analysis、Structured analysis、Decisions of information facilities、Design of system input and output、Procedure design of data process、System cost/profit analysis、System development、System documentation、System evaluation、Case study.

572033 管理會計與實習

3 選 林坤輝、下

本課程之目的在使學生瞭解企業經理人如何利用會計資料進行規劃、控制與制定決策。本課程內容包括：成本習性的決定、管理決策與攸關資訊、定價決策與成本管理、成本分攤、收入、銷貨差異、與顧客-獲利力分析、成本會計制度、

資本預算與成本分析。

572033 Managerial Accounting and Practice 3 S K. H. Lin, S

The emphasis of this course is on uses of accounting data within an organization by its managers who need information to carry out three essential functions in an organization: planning, controlling, and making decisions. The content includes the determining how cost behave, decision making and relevant information, cost allocation, revenue, sales variances, and customer-profitability analysis, cost accounting system, capital budgeting and cost analysis.

572034 人力資源管理 3 選 林晉寬、下

本課程之目的在培養學生認知人力資源管理之意義及重要性，熟悉人力資源管理之規劃與實施方法，以為將來擔任農企業主管及從事人力資源管理工作之用。內容包括：人力資源管理的意義、目的、功能。、人力資源之羅致管理：人力需求預測、人力規劃、甄選等。、人力資源之開發管理：教育訓練、績效考核、升遷等。、人力資源之報償管理：薪資、福利、非財務之誘因等。、人力資源之維護管理：人際關係、勞資關係、勞工安全與健康等。、企業人力資源管理工作之實地觀摩。

572034 Human Resource Management 3 S J. K. Lin, S

The contents are as follows: The Meaning, Objectives, and Functions of H.R.D.、Acquisitions of H.R.: Job Analysis, Personnel Planning and Recruiting, and Employee Testing and Selection、Development of H.R.: Education and Training, Performance Appraisal, and Promotion、Compensation of H.R.: Financial Incentives, Benefits and Services and Nonfinancial Motivation Techniques、Maintenance of H.R.: Human Relation, Labor Relation, and Employee Safety and Health、A H.R.M.Practice in Agribusiness。

572035 法律與經營 3 選 、下

學生能應用法律的基本常識於商場上，所習的商事法範圍包括財產、契約、商業文件、銀行存款、公司、財產轉移等，並使學生能熟悉企業法律相關知識的瞭解，及應用，並將現實生活中企業所可能面對的法律問題以個案方式呈現，讓學生更能深入瞭解，提高學生對法律方式的警覺性及相關常識。

572035 Business Law 3 S , S

The student will apply basic concepts of law to business activities transacted in English. The topics to be covered will include will include jurisprudence, the court system and civil procedures, contracts, quasi contracts, property, torts and crimes, agencies, partnerships, corporations, sale of personal property, commercial paper, bank deposits and collections documents of title, secured transactions, community property, and wills and inheritance.

572036 統計分析 3 選 黃允成、上

本課程旨在訓練同學熟悉各種高等統計分析的方法並輔以電腦軟體的應用，以做為決策分析之用。其內容包括：變異數分析、相關分析、線性及多重迴歸分

析、多變量分析、因子分析、主成份分析、貝氏決策分析、實驗設計概說、統計軟體 (SAS) 的應用與報表分析。

572036 Statistical Analysis

3 S

Y. C. Huang, F

The objective of this course is to train the students in familiarizing various advanced statistical methods and utilizing computer software for decision making. It contains : Analysis of Variance、Correlation analysis、Linear and multiple regression analysis、Multivariate analysis、Factorial analysis、Principal components analysis、Bayesian decision making analysis、Introduction to design of experiments、The application of computer software (SAS) and printouts analysis。

572037 人因工程與實習

3 選

何正斌、上

人因工程為一門研究與瞭解人類處於人機環境之系統中的各項能力以及限制的學問，同時，亦為研究如何整合人類與系統的相關法則及技術，以使執行作業時，得以獲得更為安全及有效率的一門學科。本課程內容主要包括：人因工程與系統觀念之介紹、人因工程研究之方法、資訊輸入與處理、文字、圖形、符號以及符碼、學習曲線、動態資訊之視覺顯示、聽覺、觸覺以及嗅覺顯示、人員體力活動與人工物料搬運、運動技能、人員對於系統之控制、手工具和手操作器具之設計、應用人類測量學與作業空間之設計、照明、噪音、人為誤差、意外、以及安全。

572037 Ergonomics and Practice

3 S

Cheng-pin Ho, F

Human Factors is a course of understanding of the capacities and limitations of human beings in a human-machine-environment system, and the principles and techniques of integrating human beings into the system for safety and efficiency in task performance. Mainly, the course contains: Introduction of the Concepts of Human Factors and System、Human Factors Research Methodologies、Information Input and Processing、Text, Graphics, symbols, and Codes、Learning Curve、Visual Displays of Dynamic Information、Auditory, Tactual, and Olfactory Displays、Physical Work and Manual Materials Handling、Motor Skills、Human Control of Systems、Hand Tools and Devices、Applied Anthropometry, Work-space Design, and Seatind、Illumination、Noise、Human Error, Accidents, and Safety。

572038 商業自動化

3 選

王貳瑞、上

本課程旨在介紹商業自動化的基本觀念，及如何利用資訊科技做為界面體，以建立整合性商業自動化系統，內容包括：商業自動化簡介、商業資訊系統規劃、商品分類與管理、商品條碼系統、銷售時點系統、貨幣交易處理、電子資料交換、物流管理系統、商業資料管理、電子商務。

572038 Introduction to Commercial Automation

3 S

E. J. Wang, F

The objective of this subject is to introduce the concept of commerce automation, and application of information technology as an interface for establishing an integrated commerce automation system. The designated contents are: Introduction、Planning for commercial information systems、Commodity classification and management、Bar code systems、Point

of sale systems.、Currency trade processing system、Electronic data interchange.、Distribution systems management.、Commercial data management.、Electronic business.。

572039 資訊管理

3 選

何正斌、上

本課程主要在強調資訊的管理與應用，旨在傳授學生以管理方法主導資訊流通和資訊科技 (Information Technology) 的應用，結合管理與電腦的觀念，運用於企業活動中，增進人際之間的有效溝通提昇產業的經營績效與競爭能力。主要課程內容，基本上包括：資訊管理與資訊科技簡介、資訊管理與經營管理、資訊管理於產業之應用、其他應用領域，如醫療、教育、交通等之應用。

572039 Information Management

3 S

Cheng-pin Ho, F

This course mainly emphasizes on the management and application of information. The main objective of this course is to provide students the skills of using management concepts for the applications of information circulation and information technology. Information management combines both the concepts of management and computer in managing activities in business to promote effective communication among people and enhance the operating performance and competitive ability of enterprise. Mainly, the course contains: Introduction of Information Management and Information Technology、Information Management and Operating Management、Applying Information Management in Enterprise、Other Fields of Application, such as Medical Treatment, Education, Traffic, etc.。

572040 財務管理

3 選

林坤輝、上

本課程旨在講授財務管理基本概念，並說明企業資金運用管理、財務規劃與投資決策分析，內容包括：財務管理基本概念、財務分析、規劃與控制、營運資金管理、資金成本、資本預算、資本結構、財務風險與報酬、其他財務管理議題。

572040 Financial Management

3 S

K. H. Lin, F

The objective of this course is to give fundamental concepts of managerial finance, and to interpret business capital management, financial planning, and investment decision analysis. The content includes the fundamental concepts of managerial finance, financial analysis, planning, and control, working capital management, cost of capital, capital budgeting, capital structure, financial risk and return, and special topics in financial management.

572041 服務管理

3 選

李祥林、上

隨著台灣逐漸朝服務經濟發展，管理者必須具備基本之服務管理知識，本課程旨在藉由四項管理學術領域教導學生認識與熟悉服務業之管理。I. 服務管理之策略議題：1. 服務之本質與分類 2. 發展分析服務業之架構 3. 服務業之定位 4. 服務業之策略邏輯 II. 服務行銷：1. 目標顧客與建立關係 2. 需求管理 3. 服務傳遞系統 4. 服務之溝通與推廣 III. 服務業之作業管理：1. 服務系統之作業功能 2. 服務作業之決策模式 3. 服務系統之設計 4. 管理服務作業 IV. 服務品質管理：1. 改進品質之觀念 2. 規劃服務品質 3. 服務品質之過程控制 4. 服務之可靠度。

572041 Service Management

3 S

S. L. Lee, F

As Taiwan moves increasingly toward a service economy, Managers need to know more

about service Management. The objective of this course is designed to introduce the students about how to manage the service by four parts. I. Strategic Issues in Service : 1. Nature and Classification of Services. 2. Developing Frameworks for Analyzing Services. 3. Positioning a Service. 4. Strategic Logic for Service. II. Service Marketing : 1. Targeting Customers and Building Relationships. 2. Managing Demand. 3. Creating and Delivering Services. 4. Communicating and Promoting Services. III. Service Operations Management : 1. The Operations Function in Service Systems. 2. Decision Models for Service Operations. 3. Designing the Service System. 4. Managing Service Operations. IV. Service Quality Management : 1. Improving Quality. 2. Planning for Service Quality. 3. Service Process Control. 4. Service Reliability.

572042 策略管理

3 選

林晉寬、上

策略管理是一個整合性的管理課程，旨在教導學生如何有效地制定重要決策，創造公司之持續性競爭優勢，達成企業長期發展與經濟利益目標。本課程涵蓋內容包括有：1. 策略管理程序 2. 公司的使命、目的、目標、願景與公司攸關之利益團體 3. 外部環境分析：機會與威脅的確認 4. 內部條件分析：強勢、弱勢與核心能力 5. 事業策略 6. 公司策略 7. 公司投資組合分析與選擇 8. 整合與控制系統的選擇 9. 為配合策略，在組織設計與績效評估之改變 10. 變革管理 11. 競爭策略與競爭優勢 12. 策略邏輯 13. 動態策略。

572042 Strategic Management

3 S

J. K. Lin, F

The objective of this course is designed to lead the students a thorough understanding of the analytical techniques and skills necessary to identify and develop strategies successfully. The main subjects of the course will cover: 1. The Strategic Management Process. 2. Corporate Mission, Goals, Visions, and Stakeholders. 3. Analyzing the External Environment: The Identification of Opportunities and Threats. 4. Internal Analysis: Strengths, Weaknesses, and Core Competencies. 5. Business-Level Strategy. 6. Corporate-Level Strategy. 7. Analyzing and Selecting the Corporate Portfolio. 8. Choosing Integration and Control System. 9. Matching Structure and Control to Strategy. 10. Conflict, Politics, and Change in Strategy-Structure Choice. 11. Competitive Strategies and Competitive Advantage. 12. Strategic Logic. 13. Dynamic Strategy.

572043 可靠度分析

3 選

蔡登茂、下

本課程的目的在於教授學生目前應用於設計或可靠度工程分析所需之基本可靠度技術及知識。基本上這門課程以具備機率及統計背景的學生較為適合，本課程之主要架構包括：1. 可靠度簡介 2. 可靠度演進、歷史背景及應用範圍、成果 3. 可靠度函數及失效模式探討 4. 機率分佈函數及其在可靠度之應用 5. 可靠度在設計上之應用及可靠度試驗。

572043 Reliability Analysis

3 S

D. M. Tsai, S

The objective of this course is to provide the students a basic knowledge of Reliability theory and techniques that can be used by design or reliability engineers. The material covered in this course will ultimately depend on the student's background in statistics and probability. The course is organized as follows: 1. Introduction 2. History, development, and accomplishments 3. Reliability functions and failure models 4. Probability distribution functions

and their application in reliability5. Reliability design and testing.

572044 迴歸分析

3 選

黃允成、下

本課程旨在訓練學生利用統計資料，建構並檢定迴歸模型，並進行因果關係模式之分析與探討，使其能利用各種已知之自變項對依變項進行系統化之推論與預測。本課程之主要內容包括：相關分析與應用、簡單線性迴歸分析、迴歸分析模式之評估與修訂、迴歸分析應注意事項、複相關與複迴歸分析、預測變數之選取、多項式迴歸、共線性與偏相關、分類資料之迴歸分析、二元資料迴歸分析及迴歸分析之應用等。

572044 Regression Analysis

3 S

Y. C. Huang, S

The objective of this course is to establish and enhance the ability of regression analysis under given data sets. The purpose of regression analysis is to construct a model that describes the relationship between dependent variable and independent variables. The main topics of this course are as follows: correlation analysis and its applications, simple linear regression, assessment and modified for regression model, multiple correlation and regression, the selection of predicted variables, polynomial regression, collinear and partial correlation, regression for categorical data, binary data regression model and applications of regression model.

572045 製造策略

3 選

蔡登茂、下

本課程之目的在教授製造策略相關方法，以提升學生的生產規劃與控制之能力。主要課程內容包括：(1) 製造策略概述、(2) 成本策略、(3) 彈性策略、(4) 品質策略、(5) 時間策略、(6) 差異化策略、(7) 產品策略、(8) 剛好及時。

572045 Manufacturing Strategic

3 S

D. M. Tsai, S

The main purpose of this course is to instruct the methodologies of manufacturing strategy, in order to enhance the student's ability on production planning and control. Course contents include: (1) Introduction to manufacturing strategy, (2) Cost strategy, (3) Flexibility strategy, (4) Quality strategy, (5) Time strategy, (6) Differentiation strategy, (7) Product strategy, (8) Just in time.

572046 製造程序

3 選

張添盛、下

本課程旨在教授學生了解一般生產及製造的方法及其所需之機器設備等。以建立學生進入工業界從事工業管理所需之工程基礎。本課程內容包括：製造方法的簡介、金屬的生產方法、金屬成型的方法、非傳統性加工方法、製造程序分析、實例探討[包括金屬、非金屬產品、傳統及高科技產業。

572046 Manufacturing Process

3 S

T. S. Chang, S

The principal objective of this course is to provide the student with an understanding of the production process and equipments needed. It provides the fundamental concept of industrial management in practical usage. This course is organized as follows: Introduction to manufacturing process、Production process of metal、Forming process of metal、Non-traditional production process、Analysis of production process、Case study. [includes

metal, non-metal products, conventional and high-tech industries。

572047 電子商務

3 選

王貳瑞、下

本項課程講授主要在於提供學生電子商務相關理念，內容包括：電子商務介紹、網路發展與產銷經營系統、網路發展與組織經營、網路行銷、電子商店設計與經營、網路銀行、電子支付系統、供應鏈與 ERP 系統、網路安全規劃、法律規範、電子商務技術。

572047 Electronic Commerce

3 S

E. J. Wang, S

The aim of this subject is to give students: Basic concept for Electronic Commerce.、Internet and production/marketing systems.、Internet and organizational planning.、Internet marketing.、Electronic store design and operations.、Internet banking operations.、Electronic payment systems.、Supply chain and ERP systems.、Internet security planning.、Regulations and provisions.、Electronic commerce techniques.

572048 彈性製造系統

3 選

張添盛、下

本課程提供學生對彈性製造系統之基本知識，使其對製造系統之應用與管理有所了解。課程內容除探討彈性製造系統之技術層面外，並對彈性製造系統之管理工作做一深入之研討。教學內容包含下列重點：(1) 簡介：用以提供學生對彈性製造系統初步之了解。(2) 彈性製造系統之技術層面：主要在介紹彈性製造系統中硬體相關之主題；如：NC/CNC/DNC 機具、物料搬運系統、工業機械人自動檢驗設施、自動倉儲、控制架構及電腦路等。(3) 彈性製造系統之管理層面：探討彈性製造系統管理工作相關作業；如：管理目標設計、產品分析、生產技術選訂、製造資源 規劃、經濟及財務分析及系統安裝管理等。(4) 彈性製造系統之人性層面：在討論彈性製造系統對從業人員及社會所造成之影；如：彈性製造系統之挑戰、從業人員之教育訓練、彈性製造系統對社會之衝擊與影響等。

572048 Flexible Manufacturing System

3 S

T. S. Chang, S

This course is to provide students the basic understanding of Flexible Manufacturing Systems (FMS). In addition to the technical issues, i.e., hardware requirements, managerial considerations are also emphasized. The, following components are covered in this course: (1)Introduction: It gives students a brief understanding of FMS. (2)The technical aspects of FMS: It discusses such technical oriented issues asNC/CNC/DNC machinery, Material Handling Systems, Industrial Robots, Automat-ic Inspection devices, Automatic Storage/Retrieve Systems, Control Structure and Computer Networks. (3)The managerial aspects of FMS: It covers topics such as Setting Goals and Objectives, Product Analysis, Production Technique Selection, Manufacturing Resource Planning, Economic Justification, and Implementation. (4)The human aspects of FMS: It covers the Challenge of Manufacturing, Training of Workers, Education, and Social Impacts of FMS.

572049 投資與理財

3 選

林坤輝、下

本課程旨在教學導學生基本投資概念，以及投資分析與決策技巧以便應用於

未來可能的工作與生活中。本課程主要內容包括：投資基本概念、報酬與風險、評價理論與實務、基本分析、技術分析、投資組合管理、證券投資、共同基金投資、國際投資。

572049 Investment and Finance 3 S K. H. Lin, S

This course is designed to give students the basic concepts of investment and finance, investment analysis and decision technique, and they can utilize this knowledge for their future work and life. The content includes the basic concepts of investment, return and risk, valuation theory and practice, fundamental analysis, technical analysis, portfolio management, securities investment, mutual funds, international investment.

572050 創新管理 3 選 林晉寬、下

本課程主要目的在介紹創新管理與研究發展之相關議題主要內容包括創新的價值、創意的來源、創意的篩選、創意的具體化、新產品研究發展之相關課題。為了鼓勵修課學生的積極參與，課程要求包括：專書閱讀、課程討論、個案討論等。

572050 Innovation Management 3 S J. K. Lin, S

The purpose of this course is to introduce some topics in innovation management and R&D management. Course contents include value of innovation, idea generating, idea screening, concept development and testing, and relevant topics in R&D management. To encourage regular feedback, course requirements include book review, class participation and discussion, and case analysis, etc.

572051 決策理論 3 選 黃允成、上

培養學生決策分析之基本知識，使其了解決策行為之過程與相關之專業知識。內容包括：決策分析導論、決策情境分析、決策模式與決策行為過程、決策方法、最佳化理論、效用分析理論、決策情報理論、賽局理論、AHP 多目標層級分析法、其他決策分析方法。

572051 Introduction to Decision 3 S Y. C. Huang, F
Analysis

The objective of this course is to help students to establish the basic concept of decision analysis methods. In addition, the students will learn the characters of decision behavior and related knowledge. It contains: Introduction of decision analysis.、Decision situation analysis.、Decision patterns and decision behavior procedure.、Decision methodology and tools.、Optimization theory.、Utility analysis.、Information theory.、Game theory.、AHP method.、Other decision analysis methods.

572052 實驗設計 3 選 黃允成、上

本課程旨在培養學生實驗設計的能力，使其能將實驗變項、控制變項及結果變項之關連性，做一系統化之分析與設計，以了解並掌控實驗模型中因果關係之結構，做為因果系統中各實驗變項交互關係之探討與最佳化實驗參數設計之依據。本課程之主要內容包括：實驗設計導論、單因子設計、多因子設計、集區設計、

拉丁方格設計、巢形設計、重複量測、分割設計、兩水準因子設計、參水準因子設計、田口品質工程及反應曲面等。

572052 Design of Experiment 3 S Y. C. Huang, F

The objective of this course is to enhance the ability of experimental design. Through by the learning of this course, the students can understand the purpose of experimental design and how to design a good experiment. The main topics of this course are as follows: The introduction of DOE, single factor design, multiple factors design, block design, Latin square design, nest design, repeat measure, two/three level factorial design, Taguchi's method and response surface analysis.

572053 存貨理論 3 選 蔡登茂、上

本課程之目的在教授存貨管理相關模型及方法，以提升學生存貨控制與分析之實務能力。主要課程內容包括：(1) 存貨管理概述、(2) 用料預測與市場分析、(3) 獨立需求系統：確定模式、(4) 間斷需求系統：確定模式、(5) 獨立需求系統：機率模式、(6) 單期模型、(7) 相依需求系統：物料需求規劃、(8) 配銷存貨系統、(9) 整合型存貨模式。

572053 Inventory Theory 3 S D. M. Tsai, F

The main purpose of this course is to instruct the models and methodologies of inventory management, in order to enhance the student's practice ability on inventory control and analysis. Course contents include: (1)Introduction to inventory management, (2)Forecasting and market analysis, (3)Independent demand systems: deterministic models, (4)discrete demand systems: deterministic models, (5)Independent demand systems: probabilistic models, (6)Single-period model, (7)Dependent demand systems: material requirements planning, (8)Distribution inventory systems, (9)Aggregate inventory models.

572054 品質管理研討 3 選 何正斌、上

本課程旨在透過課程講授、個案研討及專題報告製作與討論的方式，培養學生熟習各項品質管理理論的基礎與發展趨勢，強化學生未來在品質管理領域之理論研究與實務應用能力。課程研討內容包括：新世紀品質觀、品質成本、品質機能展開、全面品質管理、全面預防保養、國際品保系統、管制圖之理論與發展、管制圖之經濟性、抽樣計畫之理論與應用、產業電子化之品質管理、供應鏈之品質保證、綠色品管。

572054 Quality Management 3 S Cheng-pin Ho, F
System Practice

The purpose of this course is to familiarize students in the development of various quality management theories by way of lectures, case study, and special-topic reports. This course contains the following areas: Quality perspective in new century.、Quality costs.、Quality function deployment (QFD).、Total quality management (TQM).、Total preventive maintenance (TPM).、International quality assurance (QA) system.、Theory and development of control charts.、Economy of control charts.、Theory of sampling plans.、Quality management for electronic business.、Quality assurance for supply chain.、Green quality management.

572055 生產系統設計與管理**3 選****王貳瑞、上**

本課程教授目的在於：基本生產系統設計組成因素、生產管制程序分析、計量與電腦方法之應用內容包括：a. 生產系統設計與管理簡介、b. 生產型態分析 c. 生產預測、d. 生產設備規劃、e. 外購與內製分析、f. 途程設計、g. 排程方法、h. 實例研討。

**572055 Design and Management
of Production System****3 S****E. J. Wang, F**

The objective of this subject is to give students: Basic components of production system design. 、Analysis of production control process. 、Mathematical and computer application in production systems. 、Analysis to production types. 、Production forecasting. 、Production facility planning. 、Make and buy analysis. 、Routine design. 、Scheduling. 、Case study.

572056 產業分析與改善**3 選****王貳瑞、上**

本項課程旨在介紹產業結構、分類、經濟、分析及改善的相關性議題。為了增加學生多元化綜合分析能力，本課程強調報告寫作。課程涵蓋內容包括：1. 產業緒論 2. 產業結構、組織與分類 3. 產業環境與經濟 4. 產業競爭優勢分析 5. 產業策略 6. 個別性產業層面分析 7. 個案研討。

**572056 Business Analysis and
Improvement****3 S****E. J. Wang, F**

The objective of this subject is to give students the concept of industry structure, classification, economics, analysis, and improvement. Reports of various topics are required. Briefly, the contents are as follows: 1. Introduction. 2. Industry structure, organization, and economics. 3. Industry environments and economics. 4. Analysis of industry competitive advantages. 5. Industry strategy. 6. Individual industry perspectives. 7. Case study.

572057 先進製造系統**3 選****李祥林、上**

先進製造系統的理念包括電腦整合製造系統(CIM)、同步工程(CE)、敏捷性製造系統(AMS)、虛擬企業(VE)、以及自主性製造系統(HMS)等，強調的是如何在高度資訊科技的架構下所產生之製造行為及其影響。本門課的設計主要以介紹資訊科技的發展、國際化企業競爭的威脅，進而探討製造系統因應環境變化應有的措施，與未來發展的方向。因此，課程內容預期包括：1. 資訊科技的高度發展 2. 資訊科技對國際化企業競爭所產生之威脅 3. 企業因應環境變化應有的行為，例如快速回應能力、彈性製造策略、產業價值鏈網絡之建立、企業核心競爭力的確認與發展等 4. 針對目前相關之先進製造系統相關理念巡禮：A. 電腦整合製造系統(Computer Integrated Manufacturing System) B. 同步工程(Concurrent Engineering) C. 敏捷性製造系統(Agile Manufacturing System) D. 虛擬企業(Virtual Enterprise) E. 自主性製造系統(Holonic Manufacturing System) F. 臨界生產系統(Lean Production Sys G. ERP、SCM、PDM 5. 課程總結。

**572057 Advanced Manufacturing
System****3 S****S. L. Lee, F**

The advanced computing and information technologies have dramatically changed the structure and operations of manufacturing systems. Numerous structural concepts have been implemented worldwide in various types of manufacturing facilities. This course is designed to introduce students the new concepts of manufacturing systems and the operating issues of such advanced manufacturing systems. It is hoped that the students can gain a wide view of modern manufacturing systems and be well prepared to face the real world applications in the future. The main topics are: 1.The evolution of computing and information technologies 2.The impacts and challenges of IT to manufacturing systems. 3. The strategic changes of manufacturing systems in the last decade. 4. A brief discussion of advanced manufacturing systems. (1)Computer-integrated manufacturing systems (CIMS)(2)Concurrent Engineering (CE)(3)Agile manufacturing systems(4)Lean production systems(5)Holonic manufacturing sys(6)Virtual enterprises 5.ERP, SCM and PDM.

572058 產品研發管理

3 選

林晉寬、上

本課程旨在介紹產品研究與發展、課程內容包括有：研發程序與組織、產品規劃、辨識顧客需求、產品規格、概念產生、篩選與測試、產品架構、產品設計與製造、原型、商業分析、專案管理。

572058 Product Research and Development

3 S

J. K. Lin, F

The course is to introduce Product Research and Development , Contents including: Development Processes and Organization、Product Planning、Identifying Customer Needs、Product Specifications、Concept Generation, Selection and Testing、Product Architecture、Industrial Design and Manufacturing、Prototyping、Business Analysis、Project Management。

572059 管理實務研討

2 選

何正斌、上

本課程設計的主要目的在於藉由各種專業人員，以個案研究方式，從實務層面對不同管理系統相關問題加以探討，強調重點為整體性管理觀念的建立。所探討的領域包括：1. 組織及行為管理。2. 經營環境分析。3. 行銷管理。4. 財務會計分析。5. 企業政策。6. 商業現代化管理。7. 經濟分析。8. 資訊管理。9. 流程設計與管理。10. 實例研討。

572059 Management System Seminar

2 S

Cheng-pin Ho, F

The objective of this subject is to study, from practical viewpoint, various management systems in which case studies will be adopted through various professions. A concept of integrated management systems is emphasized. The following topic is to be covered: 1.Organization and behavior management. 2. Environmental analysis for business. 3. Marketing management. 4. Financial analysis. 5. Business strategy. 6. Business automation. 7. Economic analysis. 8. Information management. 9. Process design and management. 10. Case study.

572060 工廠實習

2 選

何正斌、上

本課程旨在提供學生至相關產業從事實際操作與實習，冀於實習中學習人際關係與溝通技巧，問題之解決能力及工作專業之技能，以培養學生深入了解工業

管理相關專業理論與實務上得應用，並能提高未來學生就業之競爭力。

572060 Practical Training in Factory 2 S Cheng-pin Ho, F

The course is design to provide students with practical operation and training in related industry. The main purpose is also to increase the capability of problem solving, to improve the skill of communication and to enhance the human relationship and work experience. We expect that students could be more competitive through an organized management practical training program.

572061 系統模擬 3 選 李祥林、下

本課程在探討以模擬工具建立企業（製造業與服務業）之整體動態模式，分析運作過程中企業內部狀態動態變化狀況，以作為管理者制訂決策之參考與依據。如此則能輔助以數學模式分析企業系統之不足，且能驗證企業數學模式之適用性與正確性，並得以將分析過程與內容含蓋具隨機性之因素及其動態之影響。主要授客內容包括：模擬模式之建立、模式適用性分析、模擬工具與語言之使用、亂數產生器及亂數之檢定、模擬結果分析與應用。

572061 Simulation 3 S S. L. Lee, S

This course provides the students the abilities to construct enterprise dynamic models, covering the probabilistic factors, through simulation and to analyze the changes of dynamic status recorded during the operations in order to enhance the decision-making proficiency. It also serves as an aid to analytical models and as a tool of verifying the validation and correctness of analytical models. The course mainly covers the following topics: the formulation of simulation models, model validation and verification, introduction to simulation languages and tools, pseudo random number generators, tests of random number strings, result analysis and applications.

572062 工程企劃與報告 2 選 王貳瑞、下

本課程目的有二。其一為教導學生如何從事正規之研究，並將此研究方法應用於一般企業工作之工程企劃工作中。其二在教導學生如何撰寫各類書面報告及如何進行口頭報告。主要接受內容包含下列數項：工程企劃概說：在說明從事正規研究（學術研究及工程企劃）之步驟、正規研究方法：教導學生如何界定問題、分析問題、收集相關資料、發展決方案、分析、選擇及執行方案、書面報告之撰寫：說明各類常用之書面報告之格式、口頭報告：說明進行口頭報告應注之事項及應備的書面資料。

572062 Engineering Project & Report 2 S E. J. Wan, S

The course has two objectives. First it discusses the required knowledge of the formal research methodology, and its application in the industrial sector. Second, it provides students the basic knowledge of the formats of different written reports and oral presentations. The course consists of the following major topics: (1) Engineering project overview: It covers the basic information of how a research (academic research or industrial project) is conducted. Formal research methodology: It discusses how the subject (or a topic) of a project is identified, how problem related information is collected, how literature is surveyed, how solution alternatives are formed and justified, and how solution procedures are selected and

implemented.

572063 科技管理

3 選

黃允成、下

本課程之目標在培養學生對研發人員、研發組織及研發活動之基本管理能力。課程內容包括：1. 科技研發的層次與結構 2. 創新方法 3. 研發策略 4. 研發組合 5. 新產品發展與管理 6. 研發人員管理 7. 專利與智慧財產權 8. 科技與人文的省思 9. 知識管理 10. 科技趨勢分析

572063 Management of Technology

3 S

Y. C. Huang, S

The objectives of this course are to improve the abilities of R&D human resource management, organization management of R&D and the management of R&D projects. The main topics of this course are following: 1.Science and technology infrastructure 2.innovation and creation 3.R&D strategies 4.R&D portfolio 5.The new product development and management 6.Human resource management of R&D 7.Patents and intellectual property rights 8.R&D and humanity 9.Knowledge management 10.Trends of science and technology.

572064 管理技能實務

3 選

黃允成、下

本課程旨在培養學生管理相關知識與技能，提升其管理實務能力，使其能增進管理效能，改善工作績效。本課程包括：溝通分析、生涯規劃、壓力管理、時間管理、談判分析、如何激發創造力、如何成為好部屬、如何成為好主管、如何成為卓越領導者、如何激勵士氣、如何知人善任、如何擬訂優勢策略及解決問題方法論...等等，希望透過這一系列課程之規劃，提升學生管理職能之基本素養。

572064 Practical Skills of Management

3 S

Y. C. Huang, S

The objectives of this course are to improve the knowledge and skills of management. By way of the practical training of the management skills, it can enhance the performance of managerial works. The topics of this course include communication analysis, career planning, management of mental pressure, time management, negotiation analysis, how to encourage the creativity, how to be a good subordinate, how to be a good manager, how to be a good leader, how to encourage the morale, how to know the people and make a good appoint, how to plan a advantaged strategy and the methodology of problem solving and so on. Through by the planning of the series topics, we expect it can improve the basic abilities of the managerial professions.

企業管理系 Department of Business Administration

課程代號 Course Number	科目名稱(中 文) Course (Chinese)	學 分 Credite	科目名稱(英 文) Course (English)	頁次 Page
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專業必修科目 Required Courses

582001	微積分	3	Calculus	
582002	會計學(二)	3	Accounting(2)	
582003	經濟學(二)	3	Economics(2)	
582004	統計學實習(一)	1	Practice of Business Statistics(1)	
582005	行銷管理	3	Marketing Management	
582006	統計學實習(二)	1	Practice of Business Statistics(2)	
582007	生產與作業管理	3	Production and Operation Management	
582008	財務管理	3	Financial Management	
582009	資訊管理	3	Information Management	
582010	人力資源管理	3	Human Resource Management	
582011	策略管理	3	Strategic Management	

專業選修科目 Elective Courses

582012	企業應用軟體	3	Business Application Software	
582013	企業概論	3	Introduction to Business	
582014	心理學	3	Psychology	
582015	金融市場	3	Financial Markets	
582016	管理數學	3	Managerial Mathematics	
582017	流通業概論	3	Distribution Logistic	
582018	商事法	3	Business Law	
582019	金融業概論	3	Introduction to Financial Institution	
582020	人際關係	3	Interpersonal Relations	
582021	電子商務與網路行銷	3	E-Commerce and Internet Marketing	
582022	企業財務分析	3	Corporate Financial Analysis	
582023	中級會計學(一)	3	Intermediate Accounting(1)	
582024	貨幣銀行學	3	Money and Banking	
582025	作業研究	3	Operations Research	
582026	組織理論	3	Organizational Theory	
582027	事件管理	3	Event Management	
582028	銷售管理	3	Sales Management	
582029	企業稅務	3	Corporate Taxation	
582030	中級會計學(二)	3	Intermediate Accounting(2)	
582031	財政學	3	Public Finance	
582032	統計分析	3	Statistical Analysis	
582033	組織發展	3	Organizational Development	
582034	組織與管理溝通	3	Organization Communication Management	
582035	零售管理	3	Retailing Management	
582036	服務業行銷管理	3	Service Marketing Management	

課程代號 Course Number	科目名稱(中 文) Course (Chinese)	學 分 Credit	科目名稱(英 文) Course (English)	頁次 Page
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專業選修科目 Elective Courses

582037	行銷個案分析	3	Case Study of Marketing Research	
582038	投資學	3	Investment	
582039	固定收益證券	3	Fixed-Income Security	
582040	公司理財	3	Corporate Finance	
582041	財務管理文獻導讀	3	Literatures on Financial Management	
582042	風險管理	3	Risk Management	
582043	非營利組織與管理	3	Non-Profit Organization and Management	
582044	企業倫理	3	Business Ethics	
582045	人事心理學	3	Personnel Psychology	
582046	國際企業管理	3	International Business Management	
582047	行銷研究	3	Marketing Research	
582048	企業研究方法	3	Business Research Methods	
582049	創新管理	3	Innovation Management	
582050	品質管理	3	Quality Management	
582051	顧客關係管理	3	Customer Relationship Management	
582052	創業經營	3	Entrepreneurial Plan	
582053	商務英語	3	Business English	
582054	成本會計	3	Cost Accounting	
582055	企業融資決策	3	Corporate Financing Decisions	
582056	投資組合分析與管理	3	Investment Portfolio Analysis and Management	
582057	衍生性金融商品	3	Financial Derivatives	
582058	決策分析	3	Decision Analysis	
582059	組織行為	3	Organizational Behavior	
582060	人力資源管理個案研討	3	Case Study of Human Resource Management	
582061	國際人力資源管理	3	International Human Resource Management	
582062	策略性行銷管理	3	Strategic Marketing Management	
582063	品牌管理	3	Brand Management	
582064	組織學習與知識管理	3	Organizational Learning and Knowledge Management	
582065	創新管理實務	3	Practice in Innovation Management	
582066	物流管理	3	Logistics Management	
582067	專案管理	3	Project Management	
582068	管理會計	3	Managerial Accounting	
582069	金融業管理	3	Financial Institution Management	
582070	財務規劃與控制	3	Financial Planning and Control	
582071	金融商品行銷	3	Financial Marketing	
582072	衍生性金融商品專題	3	Special Topics on Financial Derivatives	
582073	企業評價	3	Business Valuation	
582074	不動產經營管理	3	Real Estate Management	

課程代號 Course Number	科目名稱 (中 文) Course (Chinese)	學 分 Credit	科目名稱 (英 文) Course (English)	頁次 Page
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專業選修科目 Elective Courses

582075	領導學	3	Leadership	
582076	消費者行爲	3	Consumer Behavior	
582077	管理個案研討	3	Case Study of Management	
582078	人力資源管理制度設計	3	Human Resource System Design	
582079	團隊管理	3	Team Management	
582080	整合行銷傳播	3	Integrated Marketing Communication	
582081	國際行銷管理	3	International Marketing Management	
582082	科技管理	3	Management of Technology	
582083	服務管理	3	Service Management	
582084	投資銀行	3	Investment Bank	
582085	公司治理	3	Corporate Governance	
582086	國際財務管理	3	International Financial Management	
582087	財務管理個案研討	3	Case Study of Finance	
582088	投資心理學	3	Investment Psychology	
582089	企業診斷	3	Business Diagnosis	

企業管理系

Department of Business Administration

一、必修科目 Required Courses

582001 微積分

3 必

陳啓政, 上

本課程主要在教導與研討有關微積分相關的學理與主題，及養成學生數學推理與計算能力，使選修同學們瞭解有關微積分學術領域及其運用。

582001 Calculus

3 R

C. C. Chen, F

The main purpose of this course is discussing and comprehending topics. The issues include theoretical discuss, practical application and enhancing the ability of mathematical inference and calculation skills. Through this course, the students will have more clearly understanding the practical application and development for products and institutions.

582002 會計學 (二)

3 必

許文西, 下

本課程主要目的，在介紹學生有關會計學中最近的理論與實務議題，經由研討，將使學生更加了解有關管理領域中最新發展的現況。

582002 Accounting (2)

3 R

W. H. Hsu, S

The main purpose of this course is to introduce recent issues in Accounting. The scope includes theoretical field and practical application. Through this course, the students will have more clear understanding about the development of management.

582003 經濟學 (二)

3 必

葉憲弘, 下

本課程旨在介紹消費、投資、貨幣需求與供給、通貨膨脹、失業率與經濟成長之理論模型與實證研究，並討論各種財政政策與貨幣政策之適用時機與效果；另探討理性預期理論及其對總體經濟之影響。

582003 Economics (2)

3 R

H. H. Yeh, S

The purposes of this course are to provide the theoretical models and their empirical studies in consumption, investment, demand and supply of money, inflation, unemployment, and economic growth. The effects of monetary and fiscal policy in the extended theoretical models are also discussed. In addition, the theory of rational expectation and its effect on macroeconomics are explained in the last part of the course.

582004 統計學實習 (一)

1 必

鄭文英, 上

統計實習介紹商管科系同學關於統計學的基本應用，包括結合機率推論的資

料抽樣設計與資料分析，及基本統計軟體使用。

582004 Practice of Business

1 R

W. Y. Cheng, F

Statistics(1)

The practice of business statistics is an introduction to statistics for students of business and economics that is based on data analysis and the design of data production join probability-based inference accompanied by computer software as major content areas.

582005 行銷管理

3 必

沈慶龍, 上

本課程主要在教導學生有關行銷功能的基本概念、理論及技術，以作為進階行銷課程的基礎。其主要授課內容包括：行銷在今日組織與社會之重要角色、透過品質、服務與價值以建立顧客之滿意、企業與事業部門之策略規劃、行銷管理程序與行銷規劃、行銷資訊系統與行銷研究、分析行銷環境、消費者市場及其購買行為、組織機構市場及其購買行為、產業與競爭者分析、市場之衡量與預測、市場之區隔與目標市場之選擇、差異化與市場定位之行銷策略、新產品之發展、測試與上市、產品生命週期行銷策略、市場領導者、挑戰者、跟隨者及利基者之行銷策略、全球性行銷策略、產品線、品牌與包裝之決策與管理、服務業與輔助性服務之管理、定價決策、行銷通路決策、零售、批發與實價分配系統之管理、行銷溝通與促銷組合決策、廣告計劃之擬定、銷售促進與公共關係、銷售人員之管理、行銷計劃之組織與執行、行銷績效之評估與控制。

582005 Marketing Management

3 R

C. L. Shen, F

This course is designed to meet the needs of students who wish to understand the basic concepts and techniques of marketing as a foundation for more advanced marketing courses. The major subjects of this course will include as followings: Defining marketing for the twenty-first century, Adapting marketing to the new economy, Building customer satisfaction, value, and retention, Winning markets through market-oriented strategic planning, Gathering information and measuring market demand, Scanning the marketing environment, Analyzing consumer markets and buyer behavior, Analyzing business markets and business buying behavior, Dealing with the competition, Identifying market segment and selecting target markets, Positioning and differentiating the market offering through the product life cycle, Developing new market offerings, Designing global market offerings, Setting the produce and branding strategy, Designing and managing services, Developing price strategies and programs, designing and managing value networks and marketing channels, Managing retailing, wholesaling, and market logistics, Managing integrated marketing communications, Managing advertising, sales promotion, public relations, and direct marketing, Managing the sales force, Managing the total marketing effort.

582006 統計學實習 (二)

1 必

鄭文英, 下

統計實習介紹商管科系同學關於統計學的基本應用，包括結合機率推論的資料抽樣設計與資料分析，及基本統計軟體使用。

582006 Practice of Business

1 R

W. Y. Cheng, S

Statistics (2)

The practice of business statistics is an introduction to statistics for students of business and economics that is based on data analysis and the design of data production join probability-based inference accompanied by computer software as major content areas.

582007 生產與作業管理

3 必

廖世義, 下

本課程在使學生獲得生產管理之理論及實務之相關知識內容包括：商業計劃、預測、產品發展、資源需求規劃、設備位置與分銷系統設計、過程分析、過程設計與設備佈置、工作設計與工作衡量、集體生產計劃與主排程、存貨政策、投資分析、物料需求規劃、作業排程與生產控制、物料管理、品質管制。

582007 Production and Operation

3 R

S. Y. Liaw, S

Management

The objective of this course is designed to teach the related knowledge of the theory and practice of Production Management. The main subjects are summarized as Follows: Business Planning、Forecasting、Product Development、Resource Requirement Planning、Facility Location and Distribution System Design、Process Analysis、Process Design and Facility Layout、Job Design and Work Measurement、Aggregate Production Planning and Master Scheduling、Inventory policy、Investment Analysis、Material Requirements Planning、Operational Scheduling and Production Control、Materials Management、Quality Control。

582008 財務管理

3 必

張宮熊, 下

本課程旨在介紹財務管理之基本概念與理論及相關之實務專業技能，課程內容包括財務管理概論、金融環境、風險與報酬之分析、貨幣時間價值 5. 証券之評價 6. 資金成本 7. 資本預算 8. 資本結構 9. 股利政策 10. 融資決策 11. 財務預測、規劃與分析 12. 營運資金管理等主題。

582008 Financial Management

3 R

K. H. Chang, S

The main objective of the course is to give the students the basic concept and theory of finance and related operational technique. The content includes the overview of the basic financial concepts, the financial environment, risk and return analysis, time value of money, security valuation, cost of capital, capital budgeting, capital structure, dividend policy, financing forecasting, planning and analysis, and working capital management.

582009 資訊管理

3 必

廖世義, 上

管理資訊系統是電子化企業競爭力的策略核心，本課程旨在介紹資訊在企業經營中所扮演的角色及應用，並探討企業資訊的有效管理原則與方法。課程內容包括以下主題如：了解資訊及知識的意義和特性、管理資訊系統的需求和應用、資訊系統的組織、規劃及控制、和資訊人員的領導與激勵等。並從管理的觀點討論資訊技術的互動理論與資訊組織的相關議題，最後，也經由實務個案說明網路經濟與電子化企業新資訊技術之衝擊，以強化本程之教學目標。

582009 Information Management**3 R****S. Y. Liaw, F**

Management information system is the strategic core competence of e-business. The purpose of this course is to introduce the role of MIS and its applications. Principle of MIS and system design methodologies are also discussed. Course contents include understanding the meaning and characteristics of information and knowledge, the needs and applications of the MIS, the Organizations, planning and controlling of the MIS. And, related topics with managerial overview of MIS are introduced by the interactive theory of IT and organization. Finally, in order to achieving the objectives of this course, the impacts of network economy and new IT of e-business are also discussed through empirical study cases.

582010 人力資源管理**3 必****洪春吉, 上**

本課程旨在使學生獲得人力資源管理之理論及實務之相關知識。內容包括：人力資源管理之現在與未來、公平就業機會、工作設計與分析、人力資源規劃、員工招募、員工遴聘、員工訓練、組織管理與發展、生涯規劃、績效評估系統、組織報償系統、基本薪資系統、激勵報酬系統、員工福利、法律環境與工會結構、工會活動與集體談判、紀律與謠言處理、員工安全與健康。

582010 Human Resource Management 3 R**C. J. Horng, F**

The objective of this course is designed to teach the related Knowledge of the theory and practice of human resource management. The main subjects are summarized as follows: Human Resource Management: Present and Future, Equal Employment Opportunity : The Environment, Job Design and Job Analysis, Human Resource Planning, Recruiting Employees, Selecting Employees, Orientation and Employee Training, Management and Organizational Development, Career Planning, Performance Appraisal Systems, The Organizational Reward System, Base Wage and Salary Systems, Incentive Pay Systems, Employee Benefits, Legal Environment and Structure of Labor Unions, Union Organizing Campaigns and collective Bargaining, Discipline and Grievance Handling, Employee Safety and Health.

582011 策略管理**3 必****沈慶龍, 上**

本課程提供學生以一更具完整性、系統性與策略性的規劃、分析與執行模式，對策略性行銷管理兼具理論與實務上的了解。主要教材內容包括：行銷倫理與社會責任，事業策略上的行銷角色，策略性使命，目的與目標，環境管理，策略性行銷模式與方案選擇，行銷計畫之財務性分析，行銷努力之執行與評估。

582011 Strategic Management**3 R****C. L. Shen, F**

This course will provide both theoretical and practical approach to planning、analyzing and implementing marketing strategies with a more holistic、systematical and strategical framework. The major subjects of this course will include: marketing ethics and social responsibility、marketing role in the implementation of business strategies, strategic mission、goals & objectives, environmental management, marketing strategy models & selection, financial analysis in marketing plan、implementation and assessing the marketing efforts.

二.選修科目 Elective Courses

582012 企業應用軟體

3 選

廖世義, 上

電腦之應用科學是令人感到興趣且發展迅速的領域之一,現已被廣泛應用政府、工商業、藝術、教育、研究及服務業等方面。本課程講授重點以商業應用軟體為主,包含資料庫設計與操作、試算表製作與計算、統計分析與圖表製作、文書編輯與排版及多媒體製作等之應用。

582012 Business Application Software 3 S

S. Y. Liaw, F

The application of computer has extended from simple number crunching to administration processes、industry、art、education、research and public services. The objective of the course is to teach the operation techniques concentrated on current business computer software packages; including database design and operation、spread sheets、statistic analysis and charts design、word processing and multi-media design.

582013 企業概論

3 選

林鈺琴, 上

本課程將教導學生最新的企業經營管理理論與實務,內容將涵蓋:企業的本質與型態、企業的經營策略與營運管理、規模經濟與規模不經濟之測量、績效評估與企業之國際化。

582013 Introduction to Business 3 S

C. C. Lin, F

This course will teach students state-of-the-art theories and practices of business management. The major contents will cover: the nature and types of business, the corporate strategies and operating management, measurement of scale economy & diseconomy, performance assessment and internationalization of business.

582014 心理學

3 選

廖世義, 上

心理學乃是一門以心理學的角度來探討組織中,各個人力資源管制度對員工心理及行為的影響。本課程目標主要讓學習者了解員工在各種不同的人力資源管制度下,會有何種心理反應,並進而改善其工作行為,以達到最高的生產力。

582014 Psychology 3 S

S. Y. Liaw, F

The psychology of human resources management is a very important subject in the environment of organizational management setting. However, many teachers do not take this topic as an individual program in the classes design. The present class in to make up this shortcoming in order to offering the wider vision to learners. Through the learning, the students will more clearly understand the psychological operations of employee in the system of organizational management practices.

582015 金融市場

3 選

葉憲弘, 上

本課程旨在使學生了解、熟悉金融市場之體系與各項金融工具及其交易實務

等有關之知識。本課程內容包括金融市場概論，金融體系，資本市場，貨幣市場，外匯市場，期貨及選擇權市場。

582015 Financial Markets

3 S

H. H. Yeh, F

The main objective of the course is to make the students understand and become familiar with the system of the financial markets, and its financial instruments and related knowledge in theory and practice. The course includes the introduction of the financial markets, the system of financial markets, capital market, money market, foreign Exchange market and futures & options markets.

582016 管理數學

3 選

鄭文英, 下

本課程旨在使學生獲得管理數學之理論及實務之相關知識。內容包括：集合、函數與邏輯，機率，隨機變數與機率分配，矩陣，向量空間，馬可夫鏈，線性規劃，對局理論。

582016 Managerial Mathematics

3 S

W. Y. Cheng, S

The objective of this course is designed to teach the related knowledge of the theory and practice of Managerial mathematics. The main subjects are summarized Follows: Set, Function, and Logic, Probability, Random Variable and Probability Distribution, Matrix, Vector Space, Markov Chain, Linear Programming and Game Theory.

582017 流通業概論

3 選

陳啓政, 下

在現代商業發展中，產品品質、價格、促銷手法等「檯面上」所看到的是愈來愈難有所差異了，所有的競爭成敗之分可能就在於「檯面下」的流通成本和配銷能力。消費者每購買一美元的商品時，可能其中就有 50%是在支付流通的費用，然而流通業者大多屬於小型企業，店面坪數雖然不大，但企管的各功能活動卻缺一不可，藉由本課程的規劃，試圖增加同學之流通業管理的專門知識與實務應用技術，從實務應用的觀點，結合流通業管理的理論，有系統的介紹流通業的規劃、管理、行銷及執行控制等技術，讓同學了解業者如何開創一片新天地。

582017 Distribution Logistic

3 S

C. C. Chen, S

The aim of this course is to give learners to understand about the skills of logistic management. Logistics is defined as a business planning framework for the management of material, service, information and capital flows. Logistic systems have received considerable attention in the last 10 years, as they constitute one of the cornerstones in the design and control of production systems and the modeling of supply chains. This renewed interest is partly due to the recognition that well-known planning and control systems such as "Manufacturing Resources Planning" and "Just in Time" systems fail to establish a sound integration of lead time management, capacity planning and quality considerations.

582018 商事法

3 選

陳宗豪, 下

本課程著重於瞭解在商事交易的社會生活中，或為強化企業組織，或為保護

交易安全，或為促進交易敏活而制定各種規範。

582018 Business Law

3 S

T. H. Chen, S

This course is designed to induce the business law to the students who wish to understand the basic concepts and techniques of related laws and regulation in the field of business management.

582019 金融業概論

3 選

葉憲弘, 下

本課程旨在使學生了解金融業之經營，包括：主要的金融機構、金融環境之介紹、銀行經營及經營分析、金融業管理主要問題之探討。

**582019 Introduction to Financial
Institution**

3 S

H. H. Yeh, S

The course provides the students with the opportunity to know how the financial institutions operate in the economy. The course covers the following four topics: 1. Introduction of major financial institutions in the economy. 2. The financial environment within which the financial institutions operate. 3. Introduction to commercial banking, bank performance analysis, and banking structure. 4. Key problem areas in the management of banks and other financial institutions.

582020 人際關係

3 選

陳必碩, 上

組織中的人際關係，在現在的社會中，越來越重要，也一直是組織管理學者所著重的領域之一。本課程包含以下幾個主要課目：人際關係概論、團隊管理技巧、組織中之人際關係本質、工作情緒管理、溝通技巧、組織氣候與文化、協調技巧、人群關係的實務設計、衝突管理、敏感性分析、群體動力學、專題討論。

582020 Interpersonal Relations

3 S

P. S. Chen, F

The key purpose of this course is to help students learning academic concepts, knowledge, and practical skills of human relations in workplace. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: foundations of human relations, theories of interpersonal communication, methods and process of communication, interpersonal influence, interpersonal conflict, building and maintenance of human relations, negotiation and group interactions, communication and relations in organizations.

582021 電子商務與網路行銷

3 選

廖世義, 上

本課程涵蓋部門間的數位化商業資訊之換資訊與媒體技術的相關性及企業內、組織間的商業活動。討論主題包含：企業與企業、企業與客戶、客戶與客戶、及客戶與企業間的商業模式、網路市場行銷與品牌塑造。經由網際網路和行動通訊技術的應用，行銷組合及電子化廣告已對傳統企業之商業行為及消費者行為產生相當大的衝擊。本課程主題包含資料、一對一線上行銷、無線通訊技術、一對

一線上行銷、病毒行銷和網路購物。亦介紹幾種上網路購物。亦介紹幾種線上網路廣告之型態、電子化採購和資料挖掘分析工具於客戶關係管理方面的應用等。最後也針對第三代行動商務對不同產業的創新服務進行個案教學與討論。

582021 E-Commerce and Internet Marketing 3 S S. Y. Liaw, F

This course includes breadth of study in the exchange of digitized information between parties, technology-enabled transactions, technology-mediated relationships, and intra- and inter-organizational activities that support exchange. Discussed topics include B2B, B2C, C2C, C2B relationships, e-market communication and branding. Through Internet application and mobile communication technology, marketing mix and e-advertisement affect the traditional business behaviors of enterprises and consumers greatly. Among topics include database marketing, one-to-one on-line marketing, wireless communication technology, virus marketing and E-shopping. By the way, several patterns of on-line advertisement, E-purchasing, and analysis tools of data mining applied into custom relationship management are also introduced. Finally, innovative services of 3G mobile commerce and their impacts on diverse industries are discussed in our case studies.

582022 企業財務分析 3 選 陳宗豪, 上

本課程主要在教導與研討有關企業財務分析相關的學理與實務主題，使選修同學瞭解有關金融商品與機構行銷領域中學術與實務的現況與發展。

582022 Corporate Financial Analysis 3 S T. H. Chen, F

The main purpose of this course is discussing and comprehending topics in Corporate Financial Analysis. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development for Corporate Financial Analysis products and institutions.

582023 中級會計學 (一) 3 選 許文西, 上

本課程主要目的，在介紹學生有關中級會計中最近的理論與實務議題，經由本課程將使學生更加了解有關管理領域中最新發展的現況。

582023 Intermediate Accounting(1) 3 S W. H. Hsu, F

The main purpose of this course is to introduce recent issues in Intermediate Accounting. The scope of the course includes theoretical field and practical application. Through this course, the students will have more clear understanding to the development of management.

582024 貨幣銀行學 3 選 張宮熊, 上

本課程主要在教導與研討有關貨幣銀行學相關的學理與實務主題，使選修同學瞭解有關貨幣銀行學領域中學術與實務的現況與發展。

582024 Money and Banking 3 S K. H. Chang, F

The main purpose of this course is discussing and comprehending topics in money and

banking. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of money and banking.

582025 作業研究

3 選

廖世義, 下

作業研究是用一種現代科學的方法和技術，應用於今日管理設計製作業的問題上。作業研究主要的目的在於，協助管理者能更有效地在問題解決上做出較佳的決策，它包括有：作業研究的基本概念，線性規劃的介紹，單純法，對偶律和敏感分析，運輸與指派問題，網路模式，存貨模式，決策理論和競爭理論，等待理論，模擬，動態規則，整數規則。

582025 Operations Research

3 S

S. Y. Liaw, S

Operations Research is the application of the methods and techniques of modern science to today's problems of management decision making. The primary objective of operations research is to help managers make better decisions by solving problems more effectively. It contains: Basic concepts of operations research, Introduction to linear programming, The simplex method, Quality and sensitivity analysis, Transportation and assignment problems, Network models, CPM/PERT, Inventory models, Decision theory and games, Queuing theory, Simulation, Dynamic programming, Integer programming.

582026 組織理論

3 選

蔡展維, 下

本課程主要在教導與探討有關組織理論相關的學理與課題，期使選修同學對企業管理有更進一步的認識。課程範圍包含組織結構、組織設計、組織變化、與組織學習等議題。

582026 Organizational Theory

3 S

C. W. Tsai, S

The main purpose of this course is discussing and comprehending the related knowledge and issues about organizational theory. The major contents will cover: Organizational Structure, Organizational Design, Organizational Change and Organizational Learning. Through this course, the students will have more clear understanding about the development of management.

582027 事件管理

3 選

賴鳳儀, 下

本課程設計著重在發展學生對於特殊事件(如節慶、運動、藝術、觀光、娛樂、慈善)在營利與非營利機構運用的行銷企劃及專案管理能力。

582027 Event Management

3 S

F. Y. Lai, S

This course emphasizes the development of project management skills for students who may become involved in special event management through festival, sport, art, tourism, entertainment, charitable or marketing organizations in a professional or volunteer capacity. On successful completion of this course, students are able to practice marketing and management skills to various special events.

本課程的目的，在教導學生有關銷售或行銷主管在銷售力策略的決策範疇，替代方案及其制定之準則。因此，主要的授課內容將包括：銷售管理與企業機構、銷售管理，人員推銷與推銷術、人員推銷的目標、劃定與推銷策略、劃定人員推銷策略、優秀的推銷主管、推銷組織、銷售組織的人事管理、業務員的招募、業務員的甄選、銷售訓練的規則、銷售訓練之執行與績效評估、業務員的激勵、業務員薪資、銷售費用之管理、銷售會議與銷售競賽、業務員的控制、銷售預算、銷售配額、銷售區域的規劃、銷售控制與成本分析、國際銷售管理、個案研討。

582028 Sales Management

3 S

C. L. Shen, S

This course is aimed toward accomplishing three objectives: (1) to delineate the areas in which sales executives make decisions; (2) to analyze decision alternatives and criteria in these areas; and (3) to provide cases as real-world illustration of decision situations. The major subjects will cover: Sales management and the business enterprise, Sales management, personal selling, and salesmanship, Setting personal-selling objectives, Determining sales-related marketing policies, Formulating personal-selling strategy, The effective sales executive, The sales organization, Personal management in the selling field, Recruiting sales personnel, Planning sales training programs, Executing and evaluating sales training programs, Motivating sales personnel, Compensating sales personnel, Managing expenses of sales personnel, Sales meeting and sales contests, Controlling sales personnel, The sales budget, Quotas, Sales territories, Sales control and cost analysis, International sales management, Case study.

582029 企業稅務

3 選

林殷富, 下

本課程主要在教導與研討有關企業稅務相關的學理與實理務主題，使選修同學瞭解有關企業稅務領域中學術與實務的現況與發展。

582029 Corporate Taxation

3 S

I. F. Lin, S

The main purpose of this course is discussing and comprehending topics in corporate taxation. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of corporate taxation

582030 中級會計學(二)

3 選

許文西, 下

本課程主要目的，在介紹學生有關中級會計中最近的理論與實務議題，經由本課程將使學生更加了解有關管理領域中最新發展的現況。

582030 Intermediate Accounting(2)

3 S

W. H. Hsu, S

The main purpose of this course is to introduce recent issues in Intermediate Accounting. The scope of the course includes theoretical field and practical application. Through this course, the students will have more clear understanding to the development of management.

582031 財政學

3 選

張宮熊, 下

本課程主要在教導與研討有關財政學相關的學理與實務主題，使選修同學瞭解有關財政學領域中學術與實務的現況與發展。

582031 Public Finance

3 S

K. H. Chang, S

The main purpose of this course is discussing and comprehending topics in public finance. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of public finance.

582032 統計分析

3 選

鄭文英, 上

本課程主要目的，在介紹學生有關學術研究中最常使用的統計方法與資料分析策略，經由課程內容的講授，將使學生更加了解有關管理領域中有關研究的基本技能。

582032 Statistical Analysis

3 S

W. Y. Cheng, F

The main purpose of this course is to introduce basic knowledge and skill about research. The scope includes theoretical field and practical application of statistics and strategy. Through this course, the students will have more clear understanding and skill to conduct a research design.

582033 組織發展

3 選

謝惠元, 上

本課程目的在於使學生了解有關組織發展與組織創新相關課題的理論與實務。課程範圍包含組織變革、計劃性變革、策略變革、科技及結構變革、人力資源變革、行為程序變革。

582033 Organizational Development

3 S

H. Y. Hsieh, F

This course introduces organizational development, planned change, strategic change, techno-structural change, human resources change, human process changes. The program also includes theory and practices of organizational development.

582034 組織與管理溝通

3 選

陳必碩, 上

本課程依序介紹組織與管理溝通之相關課題，其中論及有以下數項：組織、規劃、領導、協調、控制、激勵、溝通、衝突、組織文化、決策、學習、危機管理。

**582034 Organization Communication
Management**

3 S

P. S. Chen, F

The basic guildlines of this program developing is based on this method, and introduce related concept and theory of organization management communication in order. The issues are included in this program: 1.organization 2.planning 3.leadership 4.coordination 5.control

6.motivation 7.communication 8.conflict 9.organizational culture 10.decision making
11.organizational learning 12.risk management.

582035 零售管理

3 選

沈慶龍, 上

本課程旨在使學生獲得零售管理之理論及實務之相關知識。內容包括：零售的本質與發展、今日的零售業、零售環境、零售型態、零售策略、消費者的心理因素、消費者行為、商店的位置、商店設計、零售業的人力資源管理、零售業員工的領導統御、商品計劃、商品的管理及控制、零售訂價、零售採購、零售服務、零售業的推廣活動、零售業的廣告、零售展示、商店人力銷售。

582035 Retailing Management

3 S

C. L. Shen, F

The objective of this course is designed to teach the related Knowledge of the theory and practice of Retail Management The main subjects are summarized as follows: The Nature of Development of Retail, Present Retailer, Retail Environment, Retail Type, Retail Strategies, The Psychological Factor of Consumer, Consumer Behavior, The Location of Shop, The Design of Shop, Human Resource Management of Retailer, Leadership of Retailer, Product Planning, Product Management and Control, Retail Pricing, Retail Purchasing, Retail Service, Retail Promotion, Retail Advertisement, Retail Display, Retail Personal Selling.

582036 服務業行銷管理

3 選

陳啓政, 上

本課程之目的，在教導學生在服務行銷規劃與執行相關理論與實務作為上的了解，以達到服務品質與生產力之增進。課程主要內容涵蓋：服務與服務品質的定義、顧客行為、服務的理論架構、價值傳遞的規劃管理與科技、服務業的人員管理、服務行銷之執行與績效評估。

582036 Service Marketing Management 3 S

C. C. Chen, F

This course seeks to provide basic understanding on the definition of services, customer behaviors, service-related theories and frameworks, planning and managing value delivery system, technology and service design, managing service personnel, and executing service marketing and performance evaluation.

582037 行銷個案分析

3 選

賴鳳儀, 上

本課程主要目的在介紹學生有關行銷研究的基本概念與架構，諸如統計方法的運用、樣本的選取、抽樣的進行、問卷的發展、分析的策略與管理意義等。經由研討，將使學生更加了解有關市場調查的實務運作。

582037 Case Study of Marketing Research

3 S

F. Y. Lai, F

The main purpose of this course is to introduce basic concept and framework. The scope of this course includes the introduction of basic statistics, selection and sampling, development of questionnaires, strategy of analysis, and the managerial implication. Through this course, the students will have more clear understanding and skill to conduct a

market survey.

582038 投資學

3 選

張宮熊, 上

本課程在介紹投資觀念，討論各種投資工具的特質，資本市場結構與理論，指數代風險的估測與報酬間的關係。基本分析部份是探討公司獲利能力，競爭力、財務流動能力、管理能力、本益比與未來的估測。技術分析則介紹市場分析各種採用分析方法並就投資組群分析理論來探討投資的選擇與風險的分散。

582038 Investment

3 S

K. H. Chang, F

The course introduces the investment concepts, the characteristics of each investment instruments in the market, the theory and structure of capital market, market indicators, and risk estimation and its relationship with return. In the fundamental analysis, we discuss the profit-ability, competitiveness, financial liquidity, capital structure, management ability, price-earnings ratio and its future estimates for a firm. In the technical analysis, we introduce the various methods of the market analysis. Besides, the investment portfolio theory is introduced for the asset selection and risk diversification.

582039 固定收益證券

3 選

張宮熊, 上

本課程旨在增進學生固定收益證券的瞭解。本課程內容包括債券的定價、收益率的衡量、債券市場分析、債券交易策略及不動產抵押證券。

582039 Fixed-Income Security

3 S

K. H. Chang, F

The course is designed to provide students with understanding of fixed-income securities. The contents include bond pricing, yield measurements, bond market analysis, bond trading strategies and mortgage-backed securities.

582040 公司理財

3 選

張宮熊, 上

本課程主要探討公司理財的相關主題，藉由著述之探討，對融資決策與投資決策及股利政策等三大主題，包括資本結構、實質選擇權及專案融資等議題進行深入研究。

582040 Corporate Finance

3 S

K. H. Chang, F

This course discusses issues about corporate finance. By using papers' reading and discussing, students are expected to have deep insight and knowledge about financing decisions, investment decisions and distribution decisions, including the issues of capital structure, real options, and project financing, etc.

582041 財務管理文獻導讀

3 選

張宮熊, 上

本課程主要在教導與研討有關財務管理文獻相關的學理與實務主題，使選修同學瞭解有關財務管理文獻與機構領域中學術與實務的現況與發展。

582041 Literatures on Financial Management 3 S K. H. Chang, F

The main purpose of this course is discussing and comprehending topics in Literatures on Financial Management. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of Literatures on Financial Management for financial products and institutions.

582042 風險管理 3 選 張宮熊, 上

本課程旨在協助同學瞭解風險管理基本原理及概念以及能運用風險管理工具進行風險管理。課程內容包括風險管理之意義及類別、金融災難與其啓示、風險個論、風險值以及風險管理系統之應用等。

582042 Risk Management 3 S K. H. Chang, F

The purposes of this course are to help students with better understandings of the principles and concepts of risk management and to help students to proceed to the risk management by using the risk management tools. The contents include the introduction of risk management, financial disasters and their implications, Value at Risk and the application of risk management system.

582043 非營利組織與管理 3 選 林鈺琴, 上

本課程依序介紹非營利組織與管理之相關課題，其中論及有以下數項：組織、規劃、領導、協調、控制、激勵、溝通、衝突、組織文化、決策、學習、危機管理。

582043 Non-Profit Organization and Management 3 S C. C. Lin, F

The basic guildlines of this program developing is based on this method, and introduce related concept and theory of non-profit organization management in order. The issues are included in this program: 1.organization 2.planning 3.leadership 4.coordination 5.control 6.motivation 7.communication 8.conflict 9.organizational culture 10.decision making 11.organizational learning 12.risk management.

582044 企業倫理 3 選 謝惠元, 下

在當今企業的經營環境中，企業倫理的議題較諸以往更加顯示其重要。現今，員工與顧客皆將企業倫理視為首要議題；因此，我們不能忽視這一個重要議題。另一方面，因為企業倫理所牽涉到的課題相當廣泛，我們將從以下幾個主要方向加以討論：基本理論介紹、職業與工作倫理、管理倫理、環境倫理、社區倫理、產品及服務倫理、行銷倫理、資訊管理倫理。

582044 Business Ethics 3 S H. Y. Hsieh, S

Business Ethics is more important in the present environment than before. Employees

and customers see business ethics as the most important in the management process. We can not ignore this issue in contemporary management. Business ethics relate to many issues and the program includes following topic: Introduction of the theory of business ethics, Work ethics, management ethics, environment ethics, community ethics, product and service ethics, marketing ethics, information management ethics.

582045 人事心理學

3 選

林鈺琴, 下

人事心理學乃是一門以心理學的角度來探討組織中，各個人力資源管理制度對員工心理及行為的影響。本課程目標主要是讓學習者了解員工在各種不同的人力資源管理制度下，會有何種心理反應，並進而改善其工作行為，以達到最高的生產力。本課程包含以下幾個主要範圍：組織工作心理及行為概論、選任制度對員工的影響、薪資制度對員工的影響、福利制度對員工的影響、考績制度對員工的影響、訓練制度對員工的影響、異動制度對員工的影響、實務專題討論。

582045 Personnel Psychology

3 S

C. C. Lin, S

The psychology of human resources management is a very important subject in the environment of organizational management setting. However, many teachers do not take this topic as an individual program in the classes design. The present class in to make up this shortcoming in order to offering the wider vision to learners. Through the learning, the students will more clearly understand the psychological operations of employee in the system of organizational management practices. The content of this class will include the behaviors and psychological reaction of employee when he/she encounters with the decision and implement of human resource management. The subjects will conclude the psychological and behavioral problems from selecting, rewarding, appraisal, turnover, and other personnel functions. We hope through the interactive discussion to give the students more knowledge about the psychological side of human resource management.

582046 國際企業管理

3 選

蔡展維, 下

本課程主要在教導與探討有關國際企業管理相關的學理與課題，期使選修同學對多國籍企業有更進一步的認識。課程範圍包含國際環境分析, 國際策略, 國際組織設計, 與國際人力資源管理等議題。

582046 International

3 S

C. W. Tsai, S

Business Management

The main purpose of this course is discussing and comprehending the related knowledge and issues about International Business Management. The major contents will cover : Diamond Model, International Strategy , Design of International Organization and International Human Resource Management . Through this course, the students will have more clear understanding about the truth of Multinational Corporations(MNCs).

582047 行銷研究

3 選

沈慶龍, 下

本課程主要目的在教導學生，如何利用行銷研究的技術來蒐集和解析所而的各種資訊，以應付行銷決策上的需要。主要授課內容綱要如下：行銷研究與行銷

管理、行銷研究的發展、行銷資訊的價值、行銷資訊系統、科學方法、研究設計、行銷研究的程序、次級資料、收集資料的方法、無反應偏差的問題、問卷設計、實驗設計、抽樣方法、樣本大小的決定、態度的衡量、現場作業的管理、投射技術、深度技術、資料分析的程序、統計顯著性檢定、多變量分析、研究報告。

582047 Marketing Research 3 S C. L. Shen, S

The objective of this course is designed to teach the students how to use the technology of marketing research to collect and analyze the needed information for the purpose of marketing decision-making. The major subjects are summarized as follows: Marketing Research & Marketing Management. Knowledge development of Marketing Research. Value of marketing information. Marketing information system. Scientific methodology. Research design. Marketing research process. Secondary data. Survey method. Nonresponse bias. Questionnaire design. Experimentation. Sampling design. Sample size. Measurement. Field operation. Projection. In-depth group interview. The process of data analysis. Hypothesis testing. Multivariate analysis. Presenting report: written & oral report.

582048 企業研究方法 3 選 沈慶龍, 下

企業面對之經營環境日趨複雜，所遭遇之經營問題已無法藉助於過去的經驗或直覺。而企業研究方法的主要內涵，即在協助研究計劃執行者、專業經理人、以及管理者，能以科學研究的方法，解決企業經營管理上的各種問題。因此，本課程擬從實務應用的途徑，讓學生對企業研究方法有一全盤的認識。主要之教學內容將涵蓋下列之主題：企業研究導論、研究設計、資料收集方法、衡量的概念、抽樣與現場作業管理、資料分析與解釋、研究報告。

582048 Business Research Methods 3 S C. L. Shen, S

This course will emphasize an applied approach based on practical applications that give students a basic understanding of the scope of business research. To introduce the students to the basic tools of business research by explaining the various research methodologies and techniques, the main teaching contents will cover the following subjects :1.Introduction to business research 2.Research design 3.Data-collection methods 4.Measurement concepts 5.Sampling and fieldwork 6.Data analysis and presentation 7.Research reports.

582049 創新管理 3 選 廖世義, 下

本課程主要目的在介紹創新管理與研究發展之相關議題主要內容包括創新的價值、創意的來源、創意的篩選、創意的具體化、創新的流程與模式、創新的商業化、新產品研究發展之相關課題。希望透過課程之介紹，使得學生對創新及創意有具體之認識，並透過個案分析以培養訓練學生落實創新及創意的概念及想法，以提升競爭力。為了鼓勵修課學生的積極參與，課程要求包括：專書閱讀、課程討論與個案討論等。

582049 Innovation Management 3 S S. Y. Liaw, S

The purpose of this course is to introduce some topics in innovation management and R&D management. Course contents include value of innovation, idea generating, idea

screening, concept development and testing, procedure and model of innovation, the commercialization of innovation, case study in innovation management. and relevant topics in R&D management. To encourage regular feedback, course requirements include book review, class participation and discussion, and case analysis, etc.

582050 品質管理

3 選

陳啓政, 下

此課程之目的在於培養學生在未來的環境中管理上的準備，課程亦著重理論與實務並重並配合廠商的參觀。內容主要包括下列三部份：顧客價值策略---顧客價值是綜合顧客使用產品或服務的利益以及 一些必須犧牲的不便。其策略是公司計劃提供顧客的價值包括產品或服務的特性，功能，交貨或售後服務。組織的系統---組織的系統即為提供顧客價值的一些方法與工具，包括公司的功能以及部門的操作。持續改善---爲了要趕上外在環境改變的速度，公司必須改變他們的組織，以持續努力來學習，變化及使事物做的更好，更完美。

582050 Quality Management

3 S

C. C. Chen, S

The purpose of this course is to prepare student for Management in the coming decades. The class will focus on both of philosophies and practices using case studies and factory visiting .It covers the three main themes : Customer Value Strategy--customer value defined as a combination of benefits derived from using a product or service and the sacrifices required of the customer. The customer value to customers , including products/services. characteristics , mode of delivery , support services etc . Organizational Systems--the management of Organizational Systems are means that provide customer value , including functional and departmental practice . Continuous improvement--To keep pace with the changes in the external environment , companies have to change their organizations for constantly striving to learn , change and make things better.

582051 顧客關係管理

3 選

蔡展維, 下

本課程之主要在教導學生有關顧客關係管理相關的學理與概念，使其對關係行銷之概念有深入的認識與了解。主要授課內容將包括：關係行銷的範疇及概念，企業關係的資產與負債，服務業的關係行銷、買賣雙方關係的整合性模式，大眾市場的關係行銷，會員制顧客與關係行銷，全國性大型客戶管理，關係行銷的水平式聯盟，關係行銷與行銷策略，關係行銷的組織，資訊科技的應用與顧客獲利力。

**582051 Customer Relationship
Management**

3 S

C. W. Tsai, S

The main purpose of this course is discussing and comprehending the related knowledge and issues about Customer Relationship Management. The main subjects are summarized Follows: the domain and conceptual Foundations of relationship marketing, the evolution of relationship marketing, relationship marketing of services, relationship marketing and distribution channels, an integrated model of buyer-seller relationships, strategic alliance, relationship marketing in mass markets, membership customers and relationship marketing,

relationship marketing and key account management, horizontal alliances for relationship marketing and marketing strategy, organizing for relationship marketing, information technology, customer profitability.

582052 創業經營

3 選

謝惠元, 下

企業創業艱辛，尤其是科技人，若能給予良好優厚條件之環境及支援，則新創企業將得以快速安穩地成長，創業成功的機會也就大的多了。這門課的目的就是在介紹這創業育成相關的主題 Subject，議題 Issues 及內容 Contents，同時，將要求學生作創業及育成相關的觀察、研究、調查、面訪、統計、分析作專題報告。

582052 Entrepreneurial Plan

3 S

H. Y. Hsieh, S

The purpose of this course is to introduce Entrepreneurship, especially in high-technology industry. With high quality of human resource, to investment a venture in high technology would be hard and risky. It needs subjects related to strategies in Marketing Planning, R&D, Law and Finance, etc.

582053 商務英語

3 選

廖世義, 下

基於在商務知識和生活上的實際需要，本課程目的在培養學生商業英文寫作與會話之能力及技巧。課程內容將針對學生之語言及目標需求而定，但內容之基本架構會以國際貿易之一般程序為主，以期提供一模擬真實情境，讓學生學習如何以英文來做商業上的溝通。強調學生利用已有之英語文知識在日常生活英語的需求上。課程內容包含：社交、商用書信、Memo、廣告、新聞及餐旅英語、表格填寫、謀識技巧、契約、交通、工作場所用語與訪談技巧。為了鼓勵修課學生的積極參與，課程要求包括：專書閱讀、課程討論與個案討論。

582053 Business English

3 S

S. Y. Liaw, S

Based on practical needs of business knowledge and life, this course designed enables learners to acquire both the language competence and skills in writing and oral business communication that are normally seen in a business environment. Both learners' language needs and target situation needs will be taken into account in making the decision for the class content. However, the framework will be set upon the regular process of the international trades and try to simulate a real-world situation for learners to get a general idea about how to use the language acquired to conduct the business. Then apply it on learners' daily needs! A trip on this course will take you to the English most pertinent to learners' needs. Itinerary includes: friendly & business letters, memo, Ads, news English, English for hotel & travel, forms, job-seeking techniques, interviews, contracts, highway travel words. A trip will make you as functional as you could be. To encourage regular feedback, course requirements include book review, class participation and discussion, and case study.

582054 成本會計

3 選

許文西, 下

本課程主要在探討各種成本認定，衡量彙集的方法，及如何運用成本分析方

法來作決策。課程內容主要包括：成本會計之角色與功能、成本概念與成本會計資訊系統、成本習性分析、成本制度與成本彙集、分批成本法、分步成本法、品質成本及生產損失之會計處理、副產品與聯產品之成本計算、材料：控制、成本計算與規劃、及時系統及倒流式成本法、人工：成本之控制與會計處理、製造費用：規劃、實際與分攤、製造費用：部門化、作業基礎會計制劃、預算：利潤、銷售、成本與費用、預算：資本支出、研發支出與現金、責任會計與報告、標準成本制、直接成本法與成本-數量-利潤分析、差異成本分析、資本支出之規劃、資本支出之經濟評估、不確定環境下之決策制定、行銷費用與獲利力分析、績效評估與內部轉撥價格。

582054 Cost Accounting

3 S

W. H. Hsu, S

The theme of this course is designed to provide the necessary background for those students who want to be an accountant or for those who will use the account information in their career jobs. Not only is the system of collecting, ordaining, processing, and reporting economic data presented but the use of accounting information in decision making is emphasize as well. The organization of teaching materials will be designed to provide maximum flexibility in meeting different course objectives. The main subjects will cover: Management, the Controller, and Cost Accounting. Cost Concepts and the Cost Accounting Information System. Cost Behavior Analysis. Cost Systems and Cost Accumulation. Job Order Costing. Process Costing. The Cost of Quality and Accounting for Production Losses. Costing By-Products and Joint Products. Materials: Controlling, Costing, and Planning. Just-in-Time and Backflushing. Labor: Controlling and Accounting for Costs. Factory Overhead: Planned, Actual, and Applied. Factory Overhead: Departmentalization. Activity Accounting: Activity-Based Costing and Activity-Based Management. Budgeting: Profits, Sales, Costs, and Expenses. Budgeting: Capital Expenditures, Research and Development Expenditure, and Cash: PERT/Cost. Responsibility Accounting and Reporting. Standard Costing: Incorporating Standards into the Accounting Records. Direct Costing, CVP Analysis, and the Theory of Constraints. Differential Cost Analysis. Planning for Capital Expenditures. Economic Evaluation of Capital Expenditures. Decision Making Under Uncertainty. Marketing Expense and Profitability Analysis. Profit Performance Measurements and Intracompany Transfer Pricing.

582055 企業融資決策

3 選

葉憲弘, 下

本課程之目的在於使學生熟悉企業融資之來源、方式與其特性，並介紹各種可能規避融資風險之方式，以確保融資決策的有效性，同時，利用個案研討，增進學生“學以致用”，並達到“理論與實務配合”之教育目標。本課程內容包括 1. 業融資需求預測 2. 短期融資來源 3. 長期融資來源 4. 特殊融資方式 5. 融資避險 6. 企業融資策略與規劃。

582055 Corporate Financing Decisions 3 S

H. H. Yeh, S

The purpose of the course is to make students further understand the alternative sources and types of corporate financing. Besides, the course introduces the possible risk eliminating approaches for corporate financing, which insures the effectiveness of the corporate financing decisions. Moreover, case study is also included during the course for the purpose of practical applications by the students. The course content includes financing needs forecasting,

Short-term and Long-term financing sources, special alternatives for corporate financing, risk hedging for corporate financing and corporate financing strategy and planning.

582056 投資組合分析與管理

3 選

張宮熊, 下

本課程規劃以證券市場投資之規劃、基本分析與技術分析為重點。期使選修同學對於投資組合報酬與風險之規劃有進一步之認識。授課內容主要包括下列主題：1. 投資組合(一)：概念；2. 投資組合(二)：風險管理；3. 股票投資(一)：基本分析；4. 股票投資(二)：技術分析；5. 債券投資；6. 不動產投資(一)：概念；7. 不動產投資(二)：實務操作；8. 其他理財工具：衍生性金融商品。

582056 Investment Portfolio Analysis

3 S

K. H. Chang, S

and Management

This course is an advanced one for security market investment, investment planning, foundation and technique analysis are included. The main issues discusses: 1. Investment Portfolio1: Introduction; 2. Investment Portfolio2: Risk Management; 3. Stock Market Investment: Foundation Analysis; 4. Stock Market Investment: Technique Analysis; 5. Debt Security Market Investment; 6. Estate Investment1: Introduction; 7. Estate Investment2: Practice; 8. Other Derivatives.

582057 衍生性金融商品

3 選

張宮熊, 下

本課程規劃以衍生性金融商品之學理與實務探討為主軸，其中包括如何利用金融期貨商品進行避險、套利與投機活動。期使選修同學對衍生性商品的特性與操作有初步的認識。授課內容主要包：選擇權與期貨市場簡介：歷史報價與合約特性、選擇權與期貨的訂價原則與兩因子模型、選擇權與期貨的訂價原則、選擇權與期貨的避險策略、選擇權的套利策略及其他衍生性商品的介紹等。

582057 Financial Derivatives

3 S

K. H. Chang, S

This course discusses the theory concept and technology of financial derivatives. The main issues discussing in this course are: concept and technology of hedge, arbitrage and speculation for options and futures. The course covers the following subjects: Options and Futures markets: history, quotations and characteristics; Options and Futures pricing and the binomial model; Pricing options using Black- Scholes model; Pricing sensitivities; Hedging with options and Futures; Options and Futures strategies: speculation and spreading.

582058 決策分析

3 選

鄭文英, 上

本課程之目的在介紹可改善管理者決策制定的決策制定方法，探討決策如何被制定及如何改善制定過程。課程內容包括：決策制定的特性，決策者和決策型態，討論管理決策型態的應用，決策型態的基本要素，組織內的決策制定，決策制定與組織文化的關係，決策輔助工具，檢視環境改變對決策制定的影響。

582058 Decision Analysis

3 S

W. Y. Cheng, F

The purpose of the course is to provide the students with an understanding of decision-making approaches that can be used to improve a manager's decision making. We examine how decisions are made and how the process can be improved. The course covers the following subjects: Nature of Decision Making , Describes the Decision Maker and Decision Styles , Discusses Managerial Decision Style Application , Covers the Elements of Decision Style , Introduces Decision Making in an Organizational Context , Relates Decision Making to the Organization's Culture , Decision-Aiding Tools , Examines the Impact of Environmental Changes on Decision Making.

582059 組織行為

3 選

洪春吉, 上

本課程旨在使學生獲得組織行為之理論及實務之相關知識內容包括：組織行為行為概論、行為之解釋及預測、全球觀點下之組織行為、個體行為之基礎、知覺與個體決策、價值觀、態度、激勵理論與實務、團體行為之基礎、溝通與團體決策、領導、權力與政治行為、團際行為、組織設計、人力資源政策及實務、組織文化、工作壓力、組織改革與發展。

582059 Organizational Behavior

3 S

C. J. Horng, F

The objective of this course is designed to teach the related Knowledge of the theory are practice of organizational behavior. The main subjects are summarized as follows: What Is Organizational Behavior? Toward Explaining and Predicting Behavior, Organizational Behavior in a Global Context, Foundations of Individual Behavior, Perception and Individual Decision Making, Value, Attitude, Motivation : From Concepts to Applications, Foundations of Group Behavior, Communication and Group Decision Making, Leadership, Power and Politics, Intergroup Behavior, Organization Design, Human Resource Policies and Practices, Organizational Culture, Work Stress, Organizational Change and Organizational Development.

582060 人力資源管理個案研討

3 選

林鈺琴, 上

個案研究乃是有效學習人力資源管理理論之主要方法之一。本課程亦是奠基於此教學方式，其中牽涉之相關課程如下：人力資源管理理論、薪資管理、招募、福利管理、人力資源規劃、昇遷管理、工作分析、離職管理、教育訓練、績效評估、國際性人力資源管理。

**582060 Case Study of Human
Resource Management**

3 S

C. C. Lin, F

The main purpose of this course is discussing and comprehending topics in human resource management. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of human resource management.

582061 國際人力資源管理

3 選

陳必碩, 上

本課程主要教學目的在於透過教師授課、師生互動討論、個案分析與實務界

專業人士之專題演講，使修課學生得以從中學習國際人力資源管理的相關學術概念、知識與實務技能。本課程將包含數項主題：國際人力資源管理思潮的發展背景與未來、國際人力資源管理策略、國際人才之招募與甄選管理、國際人才之訓練與發展管理、國際人才之績效與薪酬管理、國際人才之員工關係管理。

582061 International Human Resource Management 3 S P. S. Chen, F

The key purpose of this course is to help students learning academic concepts, knowledge, and practical skills of international human resource management. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: history and the future of international human resource management, international human resource management strategy, international recruiting and selecting management, international training and development management, international performance and compensation management, and international employee relations management.

582062 策略性行銷管理 3 選 蔡展維, 上

本課程提供學生以一更具完整性、系統性與策略性的規劃、分析與執行模式，對策略性行銷管理兼具理論與實務上的了解。主要教材內容包括：行銷倫理與社會責任、事業策略上的行銷角色、策略性使命、目的與目標、環境管理、策略性行銷模式與方案選擇、行銷計畫之財務性分析、行銷努力之執行與評估。

582062 Strategic Marketing Management 3 S C. W. Tsai, F

This course will provide both theoretical and practical approach to planning, analyzing and implementing marketing strategies with a more holistic, systematical and strategic framework. The major subjects of this course will include: marketing ethics and social responsibility, marketing role in the implementation of business strategies, strategic mission, goals & objectives, environmental management, marketing strategy models & selection, financial analysis in marketing plan, implementation and assessing the marketing efforts.

582063 品牌管理 3 選 蔡展維, 上

本課程將提供學習者，有關品牌管理上，一兼具理論與實務的充分了解，因此，授課內容主要將包括下列的主題：概論、品牌的挑戰、品牌建立決策、品牌提供決策、品牌名稱決策、品牌建立的工具、品牌建立的行銷計畫、品牌權益、品牌生命週期的品牌權益管理策略，品牌策略之決策，品牌延伸，側翼品牌，品牌稽核，品牌重定位。

582063 Brand Management 3 S C. W. Tsai, F

This course will provide students the related theories and practices of Brand Management. The major subjects of this course are summarized as following: Introduction, Branding challenges, Branding decision, Brand sponsor decision, Brand name decision, Brand

building tools, Marketing plan for building brand, Brand strategy decision, Brand extensions, flanker brand, Brand auditing, Brand reposition.

582064 組織學習與知識管理 3 選 沈慶龍, 上

本課程目的在於使學生了解有關組織學習與組織管理相關課題的理論與實務。課程範圍包含組織領導、企業變革、研發管理等議題。

582064 Organizational Learning 3 S C. L. Shen, F
and Knowledge Management

The purpose of this course is to introduce students the knowledge about organizational learning and knowledge management. The scope includes the theory and practices of these two issues.

582065 創新管理實務 3 選 廖世義, 上

本課程主要目的在介紹創新管理與研究發展之相關議題主要內容包括創新的價值、創意的來源、創意的篩選、創意的具體化、新產品研究發展之相關課題。為了鼓勵修課學生的積極參與，課程要求包括：專書閱讀、課程討論、個案討論等。

582065 Practice in Innovation 3 S S. Y. Liaw, F
Management

The purpose of this course is to introduce some topics in innovation management and R&D management. Course contents include value of innovation, idea generating, idea screening, concept development and testing, and relevant topics in R&D management. To encourage regular feedback, course requirements include book review, class participation and discussion, and case analysis, etc.

582066 物流管理 3 選 陳啓政, 上

本課程的主要目的，在於教導學生物流管理所涉及之相關概念，決策範圍及實務。因此，主要的授課內容將包括：物流導論、顧客服務、供應鏈管理、物流資訊、網際網路與物流整合、全球物流、物流定位與策略、物流組織。

582066 Logistics Management 3 S C. C. Chen, F

This course will teach students the related concepts, scope of decision-making and practice of logistics management. Therefore, the major subjects will include: overview, customer services, supply-chain management, business logistic information, internet and logistics resources, inventory management, transport management, warehousing management, logistics integration, global logistics, position and strategies of logistics, organization of logistic.

582067 專案管理 3 選 陳啓政, 上

從企業觀點，讓學員能夠先探索專案管理的概念，進一步思考專案成功的關鍵、確保專案的需要性與方法，引導學員深入了解，了解專案管理如何運作，了解專案管理的實務應用模式，建立學員具業界與學界期望有的能力與觀念。

教學內容包括：何謂專案管理、組織策略與專案管理之結合、專案之定義與確認、專案計劃、風險管理、如何縮短專案時程、專案之資源規劃、專案組織運作、專案經理人之領導與專案小組之管理、專案績效之衡量與評估、專案稽核、跨國性專案之管理。

582067 Project Management

3 S

C. C. Chen, F

Over the past several decades, more and more work has been accomplished through the use of projects and project management. The use of projects has been growing at an accelerated rate. This course will be focused on the students' full understanding in the various roles the project manager must play and to the skills required to play them effectively. In addition, to cover the various ways in which projects can be organized. The nature of the project team and the behavioral aspects of projects are also briefly introduced. The skills of project planning, budgeting, scheduling, monitoring, controlling and risk management will be covered too. The major chapters of contents will be including: The world of project management, The manager, the organization and the team, Planning the project, Budgeting the project, Scheduling the project, Allocating resources to the project, Monitoring and controlling the project, Evaluating and terminating the project.

582068 管理會計

3 選

許文西, 上

本課程之目的在介紹管理會計的基本概念及實務作法。本課程之前半部著重於成本之取決與成本習性分析；後半部則著重於與成本有關的管理決策，包括規劃會計、控制會計與決策會計。課程內容包括：管理會計的基本概念、成本習性、成本分析、行為會計、財務工具的應用、短期營運預算、長期資本運算、全面管理控制、責任中心制度、短期決策、長期決策。

582068 Managerial Accounting

3 S

W. H. Hsu, F

The course introduces the basic concepts and practice of managerial accounting. The first half of the course focuses on the cost determination and cost behavior, and the rest emphasizes on the cost-related managerial decision-making, including planning accounting, controlling accounting, and decision accounting. The course covers the following topics: Basic managerial accounting concept, Cost behavior, Cost analysis, Behavior costing, The practice of financial tools, Short-term working capital budget, Long-term capital budget, Total management control, Responsibility center, Short-term decision, Long-term decision.

582069 金融業管理

3 選

葉憲弘, 上

由於本課程專注於金融機構之風險與報酬以及其來源，探討金融機構經理人如何利用投資組合為其股東獲取最大財富。本課程內容包括現代金融機構之介紹，金融仲介風險，衡量各種風險如利率風險、市場風險、信用風險、外匯風險、國家風險等，負債與流動性管理，存款保險與其他負債保證，資本適足性，放款

出售與其他信用風險管理技術，以及證券化等主題。

582069 Financial Institution

3 S

H. H. Yeh, F

Management

Since the focus of the course is on return and risk and the sources of that return and risk, the course relates ways in which the managers of modern financial institutions can expand return with a managed level of risk to achieve the best return-risk outcome for the owners of financial institutions. The topics of the course include introduction of modern financial institutions, the risks of financial intermediation, measuring risks such as interest rate risk, market risk, credit risk, foreign exchange risk, sovereign risk and others, liability and liquidity management, deposit insurance and other liability guarantees, capital adequacy, loan sales and other credit risk management techniques, and securitization.

582070 財務規劃與控制

3 選

張宮熊, 上

本課程旨在協助同學瞭解公司財務規劃基本原理及概念與財務規則劃程序。課程內容包括財務績效分析、財務規劃意義及內容、財務規劃模式、以及中短期財務規劃等。

582070 Financial Planning and Control 3 S

K. H. Chang, F

The purposes of this course are to help students with better understandings of the principles and concepts of financial planning and planning procedure. The contents include the analysis of financial performance, the introduction of financial planning, financial planning models and mid-term and short term financial planning.

582071 金融商品行銷

3 選

張宮熊, 上

本課程主要在教導與研討有關金融商品行銷相關的學理與實務主題，使選修同學瞭解有關金融商品與機構行銷領域中學術與實務的現況與發展。

582071 Financial Marketing

3 S

K. H. Chang, F

The main purpose of this course is discussing and comprehending topics in financial marketing. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of marketing for financial products and institutions.

582072 衍生性金融商品專題

3 選

張宮熊, 上

本課程旨在探討衍生性金融商品之重要議題。包括期貨與選擇權之定價模式與實證文獻、數值分析方法、信用風險以及其他衍生性商品之定價模式與實證文獻。

582072 Special Topics on Financial

3 S

K. H. Chang, F

Derivatives

This course discusses some important topics of financial derivatives, including the pricing models and empirical research on futures and options, numerical procedures, credit

risk and pricing models and empirical research on financial derivatives.

582073 企業評價

3 選

許文西, 上

本課程旨在探討企業如何建立及應用企業評價模式解決證券投資及購併之評價問題。並探討不同常用模式，如自由現金流量折現評價模式（FCF）、超常盈餘折現評價模式（AE）及相對價值評價法中之本益比法（PE）之適用性。

582073 Business Valuation

3 S

W. H. Hsu, F

This course is designed to provide the students with the understanding of business valuation, mainly on the issue of how business establishes and employs business valuation models to solve the valuation problems involving security investment and merger and acquisition. The comparison of different commonly used models, such as the discounted free cash flow model, abnormal earning model and price to earning ratio model are also discussed.

582074 不動產經營管理

3 選

謝惠元, 上

不動產經營管理之目的是藉由對不動產之開發經營管理來創造不動產之最大利益，反應其應有價值。不動產具有不可移動性、稀少性、異質性、昂貴性、長久性、投資與消費雙重性等。投資者對不動產正確的認知不但可滿足消費需求，還可創造增值利潤。近年來「不動產證券化」已非常成熟，提供不動產經營與管理業者更具寬廣之發展空間。但不動產之流動性必須先透過良好之規劃與管理才能顯現其財務效益。因此本課程之目的是以策略之觀點來培養學生對不動產之認識並藉由對不動產經營與管理之學習來提升學生創造不動產價值之能力。尤其不動產深受外在環境與景氣循環週期等因素之影響，正與策略管理之外在環境分析相符。本課程包括不動產之定義、不動產與經濟、不動產景氣循環、不動產管理計畫、不動產財務規劃、不動產市場分析與行銷計畫、不動產經營管理公司、不動產開發、不動產興建管理、住宅不動產管理、辦公大樓經營管理、購物中心經營管理、商場經營管理、工業不動產經營管理等。

582074 Real Estate Management

3 S

H. Y. Hsieh, F

Real estate management is to maximize value and profit of the property by development, operation and management. Real estate is characterized by immovability, scarcity, heterogeneity, pricey, longevity, dual purpose of investment and consumption. A correct perspective of real estate not only satisfies the demand of consumption but also creates incremental value to investor. Recently Real Estate Investment and Trusts (REITs) thrives in Taiwan providing a wider market for Real Estate Industry. However the value of real estate can only be realized by streamlined planning and management. The course's objective is to teach students a comprehensive and correct acknowledgement of real estate from a strategic perspective. In addition the course also trains students the ability to develop and manage real estate increasing the value of property. Real estate is influenced by external environment and economic cycle, same as External Environmental Analysis in Strategic Management. The course contents include definition of real estate, the relationship with economy, real estate cycle, real estate management plan, real estate financial planning, real estate market analysis and marketing plan, real estate management company, real estate development, construction management, residential real estate management, office building management, shopping

center management, commercial space management, and industrial real estate management.

582075 領導學

3 選

洪春吉，下

本課程內容包括領導的本質、管理工作的本質、有效的領導行為、參與式領導、雙向角色形成理論、權力和影響力、管理特質和管理技能、有效領導之權變理論、魅力領導和轉型領導、組織變革之領導、團隊領導和群體決策、總裁的策略領導。

582075 Leadership

3 S

C. J. Horng, S

The content of this course includes the nature of leadership, the nature of managerial work, perspectives on effective leadership behavior, participative leadership, dyadic role making, power and influence, managerial traits and skills, early contingency theories of effective leadership, charismatic and transformational leadership, leading change in organizations, leadership in teams and decision groups, strategic leadership by executives.

582076 消費者行為

3 選

洪春吉，下

本課程主要在教導與研討有關消費行為課程的學術理論與實務專題，使學生更加瞭解有關消費者行為領域中學術與實務的現況的發展。

582076 Consumer Behavior

3 S

C. J. Horng, S

The main purpose of this course is to introduce topics in consumer behavior. The scope includes theoretical field and practical application. Through this course, the students will have more clear understanding to the development of consumer behavior.

582077 管理個案研討

3 選

林鈺琴，下

本課程主要教學目的在於透過教師授課、師生互動討論、個案分析與實務界專業人士之專題演講，使修課學生得以將之前所學各種管理課程的學術概念、知識與實務技能，應用至實際國內外管理個案的討論分析演練中。本課程將包含數項主題：行銷管理的個案研討、人力資源管理的個案研討、財務管理的個案研討、資訊管理的個案研討、生產與作業管理的個案研討、研發管理的個案研討、策略管理的個案研討。

582077 Case Study of Management

3 S

C. C. Lin, S

The key purpose of this course is to help students applying academic concepts, knowledge, and practical skills of each management-related course learned to the analysis and discussion of real domestic and abroad business management cases. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: case studies in marketing management, case studies in human resource management, case studies in financial management, case studies in production and operation management, case studies in information management, case studies in research and development management, case studies in strategic management.

582078 人力資源管理制度設計**3 選****陳必碩, 下**

本課程旨在使學生獲得人力資源管理之理論及實務等相關知識。包含的範圍是有關組織的策略、人事遴選、工作分析、任用管理、績效評估、薪資與福利及離職管理等範圍。

582078 Human Resource System Design**3 S****P. S. Chen, S**

The objective of this course is designed to teach the related knowledge of theory and practices of design of human resource management. The scope includes organizational strategy, selection, job analysis, performance appraisal, and turnover.

582079 團隊管理**3 選****陳必碩, 下**

本課程主要教學目標旨在透過教師授課、師生互動討論、個案分析與實務界專業人士之專題演講，引領修課學生得以從中學習工作團隊管理的相關學術概念、知識與實務技能。本課程主要將包含數項主題：工作團隊的定義與類型、工作團隊的發展歷程與優缺點、工作團隊的領導、工作團隊的分工合作、工作團隊的溝通、工作團隊的決策、工作團隊的文化與規範、工作團隊的員工關係管理、工作團隊的招募與甄選管理、工作團隊的績效與薪酬管理。

582079 Team Management**3 S****P. S. Chen, S**

The key purpose of this course is to help students learning academic concepts, knowledge, and practical skills of work team management. The teaching methods in this course will include teacher's instruction, interactive discussion, case study, and business professionals' speech of specific subjects. The subjects in this course may include the following issues: definition and types of work team, work teams' developing process, leadership in work teams, division and cooperation in work teams, communication in work teams, decision-making in work teams, culture and norms in work teams, employee relations management in work teams, work team recruiting and selecting in work teams, and performance & compensation management in work teams.

582080 整合行銷傳播**3 選****賴鳳儀, 下**

本課著重於如何協調各項促銷元素與行銷活動的整合運用，以在整體行銷策略上達到綜效。從「整體、整合」觀點下規劃相關的行銷計畫與促銷活動，並協調運用各項傳播功能的運用，企業體可因而創造出一個具整體性、一致性形象，而非單靠過去傳統的使用廣告達到而已。

**582080 Integrated Marketing
Communication****3 S****F. Y. Lai, S**

This course emphasizes on the concept of coordinating various promotional elements and other marketing activities in a more integrated strategic approach. Through using the "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions to create a consistent, unified image of a firm, rather than primarily based on advertising along.

582081 國際行銷管理**3 選****蔡展維, 下**

本課程主要在教導與探討有關國際行銷管理相關的學理與課題，期使選修同學對多國籍企業之行銷管理有更進一步的認識。主要教材內容包括全球化與全球環境，全球策略與全球行銷策略。

**582081 International Marketing
Management****3 S****C. W. Tsai, S**

The main purpose of this course is discussing and comprehending the related knowledge and issues about International Marketing Management. The major contents will cover : Globalization and Global Environment, Global Strategy, Global Marketing Strategy. Through this course, the students will have more clear understanding about the Marketing Actions in Multinational Corporations (MNCs).

582082 科技管理**3 選****陳啓政, 下**

本課程之教學目的在於透過上課與討論、實地訪察方式，令修課同學對科技管理的內涵進行瞭解。主要包括以下主題：1. 科技與策略整合；2. 科技策略的設計與評估：科技的獨特性及優勢與權力、科技的獲取與銷售、科技的評估、產業界的研發、研發的組織、策略的實施方案；3. 科技策略的擬定——開發廠商的創新能力：科技的資源、廠商的創新；4. 開發策略與實施：新產品的開發、建立科技優勢與能力。

582082 Management of Technology**3 S****C. C. Chen, S**

A key purpose of Management of Technology is to help the student to understand how the course to help the general manager、someone responsible for strategic management of an organization or autonomous business unit，deals with issues of technology and innovation. The subjects may include the following issues: 1.Integrating technology and strategy; 2.Design and evaluation of technology strategy; 3.Enactment of technology strategy-developing the firms innovative capabilities; 4.Creating and implementing a development strategy; 5.Innovation challenges in established firms. The course teaching approach may include the reading，case study，in class discussion and may have a technological firm visit.

582083 服務管理**3 選****廖世義, 下**

隨著台灣逐漸朝服務經濟發展，管理者必須具備基本之服務管理知識，本課程旨在藉由四項管理學術領域教導學生認識與熟悉服務業之管理。I. 服務管理之策略議題：1. 服務之本質與分類 2. 發展分析服務業之架構 3. 服務業之定位 4. 服務業之策略邏輯 II. 服務行銷：1. 目標顧客與建立關係 2. 需求管理 3. 服務傳遞系統 4. 服務之溝通與推廣 III. 服務業之作業管理：1. 服務系統之作業功能 2. 服務作業之決策模式 3. 服務系統之設計 4. 管理服務作業 IV. 服務品質管理：1. 改進品質之觀念 2. 規劃服務品質 3. 服務品質之過程控制 4. 服務之可靠度

582083 Service Management**3 S****S. Y. Liaw, S**

As Taiwan moves increasingly toward a service economy, Managers need to know more about service Management. The objective of this course is designed to introduce the students about how to Manage the service by four parts. I.Strategic Issues in Service: 1.Nature and Classification of Services. 2.Developing Frameworks for Analyzing Services. 3.Positioning a Service. 4.Strategic Logic for Service. II.Service Marketing: 1.Targeting Customers and Building Relationships. 2.Managing Demand. 3.Creating and Delivering Services. 4.Communicating and Promoting Services. III.Service Operations Management: 1.The Operations Function in Service Systems. 2.Decision Models for Service Operations. 3.Designing the Service System. 4.Managing Service Operations. IV.Service Quality Management: 1.Improving Quality. 2.Planning for Service Quality. 3.Service Process Control. 4.Service Reliability.

582084 投資銀行**3 選****葉憲弘, 下**

本課程主要使學生熟悉投資銀行之各項業務，課程內容包括：1. 投資銀行業簡介、2. 投資銀行主要業務：(a) 中級與次級市場業務。(b) 企業重整。(c) 財務工程。(d) 其他營利活動如投資諮詢、投資管理及商人銀行業務。3. 投資銀行週邊業務(a) 研究。(b) 資訊提供服務。

582084 Investment Bank**3 S****H. H. Yeh, S**

This course is organized to expose students to be familiar with the following topics:1.Introduction and overview of investment banking industry. 2.Revenue-generating activities in which investment banks engage. (a)Primary and secondary market making. (b) Corporate restructuring. (c) Financial engineering. (d) Other revenue-generating activities such as advisory services, investment management, and merchant banking. 3.Support activities in which investment banks engage. (a) Research. (b) Information services.

582085 公司治理**3 選****許文西, 下**

公司治理概念一般泛指公司管理與監控的方法。公司治理運作不上軌道，是企業無法提昇國際競爭力之關鍵因素之一。2001 年美國恩龍案（Enron）後陸續引發的金融危機，更突顯公司治理的重要性。本課程首先研討公司治理的機制以及其重要性，具有優良的公司治理機制的企業，能為股東製造更高的獲利機會，在面對金融危機時，亦較具競爭力及應變能力。繼而深入探討會計資訊在公司治理機制中扮演的角色，以及相關的研究。

582085 Corporate Governance**3 S****W. H. Hsu, S**

The main purpose of this course is to provide the students with in-depth understanding of the role of publicly reported financial accounting information in the governance processes of corporations. The first part focuses on the issue of corporate governance, which encompasses the internal policies and practices by which a company is operated and controlled on behalf of its shareholders. The advantages of sound corporate governance are discussed as well as a good system of corporate governance that helps maintain the confidence of investors, which allows companies to raise capital efficiently. The second part concentrates on the research that

examines the role of accounting information in specific governance mechanisms.

582086 國際財務管理

3 選

張宮熊, 下

本課程主要探討國際企業之財務管理概念與技巧。共分成三大部分：首先針對國際金融市場與經濟環境作一介紹；第二部分對從事國際操作之企業風險進行深入討論；第三部分探討國際資產的管理。課程內容包括：1. 國際貨幣制度；2. 國際金融市場；3. 國際銀行業務；4. 外匯市場；5. 匯率預測；6. 衡量外幣的風險；7. 外幣風險管理；8. 交換合約；9. 期貨與選擇權；10. 國際貿易的管理與財務；11. 國際投資的政策與策略；12. 國際資本預算；13. 政治風險；14. 全球移轉訂價；15. 全球化營運之評估與控制；16. 多國籍企業的短期財務管理；17. 國際租稅。

582086 International Financial

3 S

K. H. Chang, S

Management

This course discusses the concept and technology of financial management for international business. The main issues discussing in this course are: the international financial markets and institutions, international risk management, and International asset management. The course covers the following subjects: 1. The international monetary system; 2. International financial markets; 3. International banking; 4. The foreign exchange market; 5. Forecasting exchange rates; 6. Measurement of foreign currency exposure; 7. Management of foreign currency exposure; 8. SWAPS; 9. Futures and Options; 10. The management and finance of international trade; 11. International investment policy and strategy; 12. International capital budgeting; 13. Political Risk; 14. Global transfer pricing; 15. Evaluation and control of global operations; 16. Short-term financial management on multinational companies; 17. International Taxation.

582087 財務管理個案研討

3 選

張宮熊, 下

本課程主要在教導與研討有關財務管理個案相關的學理與實務主題，使選修同學瞭解有關財務管理個案與機構領域中學術與實務的現況與發展。

582087 Case Study of Finance

3 S

K. H. Chang, S

The main purpose of this course is discussing and comprehending topics in Case Study of Finance Management. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of Case Study of Finance products and institutions.

582088 投資心理學

3 選

張宮熊, 下

本課程主要在教導與研討有關投資心理學相關的學理，如展望理論、處份效果、過度自信、心理帳戶等與相關的實務主題，使選修同學瞭解有關投資心理學領域中學術與實務的現況與發展。

582088 Investment Psychology

3 S

K. H. Chang, S

The main purpose of this course is discussing and comprehending topics in investment

psychology, likes prospect theory, disposition effect overconfidence effect, mental accounting. The issues include theoretical discuss and practical application. Through this course, the students will have more clearly understanding the practical application and development of investment psychology.

582089 企業診斷

3 選

謝惠元, 下

本課程之目的，在教導學生相關的知識與方法，以整體系統的觀點，對企業營運的過程中，不斷地加以觀察、分析與診斷，隨時發掘經營上的缺失，並加以導正，以提高企業經營績效，課程主要內容包括：除神話---及確認需求、管理及營運控制---概論、策略要素、策略目標、計劃報告書、計劃目標、如何設定管理效標、如何衡量行銷管理的績效、如何衡量銷售管理的績效、如何衡量研發管理的績效、如何衡量採購管理的績效、如何衡量生產規劃與控制之績效、如何衡量生產管理的績效、如何衡量製造、工業工程的績效、如何衡量物料管理的績效、如何衡量維護管理的績效、如何衡量廠房與設備管理的績效、如何衡量品質管理的績效、如何衡量財務管理的績效、如何衡量審計管理的績效、如何衡量行銷資訊系統管理的績效、如何衡量人力資源管理的績效、最後的提醒----人。

582089 Business Diagnosis

3 S

H. Y. Hsieh, S

This purpose of this course seeks to give students a comprehensive understanding on the concepts, principles and methods of performance assessment and management diagnosis. Through the continuous measurement on productivity, objectives and planning for every function and at all levels, the managerial weaknesses can be detected and then the correct actions can be taken to improve the overall performance.

The main subjects of this course will include: Let's Destroy Some Myths-and Identify the Needs. Management and Operating Control: An Overview. The Elements of Strategy. Organizing Strategy Objectives. Plan Statements. Plan Objectives. How To Set Management Performance Standards. How To Measure Marketing Management Performance. How To Measure Sales Management Performance. How To Measure Engineering Research and Development Management Performance. How To Measure Purchasing Management Performance. How To Measure Production Planning and Control Management Performance. How To Measure Production Management Performance. How to Measure Manufacturing , Industrial Engineering Management Performance. How To Measure Materials Handling Management Performance. How To Measure Maintenance Management Performance. How To Measure Plant and Facilities Management Performance. How To Measure Quality Assurance Management Performance. How To Measure the Management Performance of the Treasurer. How To Measure Controller ship Management Performance. How To Measure EDP/MIS Management Performance. How To Measure Personnel Management Performance. A Final Note ...PEOPLE !

餐旅管理系 Department of Hotel and Restaurant Management

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專業必修科目 Required Courses

632001	餐旅管理概論	3	Introduction to Hospitality Management	
632002	餐飲衛生與安全	3	Food Safety and Hygiene	
632003	中餐烹調及實習	3	Chinese Cooking and Practice	} 2選1
632004	西餐烹調及實習	3	Western Cooking and Practice	
632005	消費者行爲	3	Consumer Behavior	
632006	餐旅服務技術及實習	3	Hospitality Service Skill and Practice	
632007	餐旅資訊系統及實習	3	Hospitality Management Information System and Practice	
632008	餐旅英語	3	English for Hospitality Industry	
632009	財務管理	3	Financial Management	
632010	旅館管理	3	Hotel Management	
632011	餐旅服務品質管理	3	Service Quality Management in Hospitality	
632012	餐廳管理	3	Restaurant Management	
632013	餐旅行銷管理	3	Hospitality Marketing Management	
632014	餐旅實務實習	2	Hotel and Restaurant Management off-campus Internship	
632015	宴會管理及實習	3	Banquet Management	
632016	人力資源管理	3	Human Resource Management	
632017	餐旅講座	2	Hospitality Seminar	

專業選修科目 Elective Courses

632018	食物製備原理及實習	3	Foundation of Food Preparation and Practice	
632019	休閒遊憩概論	3	Introduction to Leisure and Recreation Industry	
632020	國際禮儀	2	The Etiquette	
632021	花藝設計及實習	3	Floral Design and Practice	
632022	營養餐飲設計及實驗(一)	3	Nutrition for Dietary Design and Laboratory (I)	
632023	餐旅業形象管理	3	Hospitality Image Management	
632024	異國料理及實習	3	International Cuisine & Practice	
632025	餐檯設計及實習	3	Table Design for Restaurant and Practice	
632026	麵包製作原理及實習	3	Principle & Laboratory of Bread Making	
632027	人際關係與溝通	3	Inter-personal Relationships and Communication	
632028	西點蛋糕製作原理及實習	3	Principle & Laboratory of Cake and Pastry Production	
632029	客房管理及實習	3	Front Office and Housekeeping Management with Practice	
632030	飲料管理及實習	3	Beverage Management and Practice	
632031	菜單規劃與分析	3	Menu Planning and Analysis	
632032	餐旅業研究方法	3	Research Methods in the Hospitality Industry	
632033	餐旅商品企劃及實習	3	Hospitality Merchandise and Practice	
632034	餐旅採購	3	Hospitality Industry Purchasing	

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專業選修科目 Elective Courses

632035	營養餐飲設計及實驗(二)	3	Nutrition for Dietary Design and Laboratory (II)	
632036	顧客關係管理	3	Customer Relationship Management	
632037	旅館管理案例探討	3	Case Studies in Lodging Management	
632038	餐旅設施規劃與管理	3	Hospitality Facilities Design and Management	
632039	休閒事業管理	3	Leisure Management	
632040	餐飲管理案例探討	3	Case Studies in Food Service Management	
632041	餐旅業國際化管理	3	Hospitality International Business Management	
632042	休閒農場經營管理	3	Management of Leisure Farm	
632043	會議管理	2	Meetings and Convention Management	
632044	飲食文化	3	Dietary Culture	
632045	旅館安全管理	2	Hotel Security Management	
632046	餐旅連鎖加盟管理	3	Hospitality Franchising Management	

餐旅管理系

Department of Hotel and Restaurant Management

一、必修科目 Required Courses

632001 餐旅管理概論

3 必

鍾辰英、上

本課程旨在介紹學生有關餐旅事業的基本認識。課程內容包括餐旅業起源與發展、飯店業的開發與分類、飯店與客房部門的經營管理；餐廳事業的發展與分類、餐廳的經營；非營利性餐飲服務管理；會議管理；人力資源管理。

632001 Introduction to Hospitality Management

3 R

C. Y. Chung, S

This course introduces the basic concept in Hospitality Industry. The contents includes the following topics: the evolution of the hospitality industry; the hotel development and classification, a hotel and rooms division operation; the restaurant development and classification, the restaurant operations; noncommercial food service operations; meetings and conventions; marketing; human resources management.

632002 餐飲衛生與安全

3 必

陳淑瑾、下

本課程旨在協助學生瞭解有關飲食之直接或間接引起危害健康的原因，並設法加以預防、減少或去除該等危害因素，以確保大眾飲食生活的安全。主要內容為：食品衛生之概念及管理概要、食品與微生物之關係、食品之腐敗、食品中毒、寄生蟲及有害動物之防治、危害分析及主要管制、食品良好衛生規範、食品衛生法規。

632002 Food Safety and Hygiene

3 R

S. J. Chen, F

This course will teach students the reasons why some food are harmful to consumers and how harmful the effects will be so that they can learn how to minimize the food harmful effects. The contents of this course are: the concepts of food hygiene and safety, the relationships between food and microorganisms, the prevention of food from parasites, food decaying and poisoning, HACCP, GHP and regulations of food hygiene, etc.

632003 中餐烹調及實習

3 必

待聘、下

這課程是有關中餐的各式烹調方法的介紹，包括炒、燉、蒸、炸...等，以及刀工、火候、調味、盤飾技巧之運用練習。預期學生可以瞭解中國各地之餐飲文化，並能應用那些技巧於日常三餐及職場上。

632003 Chinese Cooking and Practice

3 R

TBA, F

The aim of this course is to equity students with some major cooking skills of Chinese food,

such as, skills of saute, stew, steam and frying. In addition, stress will be on knife use skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding the variety Chinese of food culture and to have the ability to apply these skills to cooking their daily meals.

632004 西餐烹調及實習

3 必

待聘、下

本課程是有關西餐的各式烹調方法的介紹，包括炒、燉、蒸、炸...等，以及刀工、火候、調味、盤飾技巧之運用練習。預期學生可以瞭解西洋各國之餐飲文化，並能應用那些技巧於日常三餐及職場上。

632004 Western Cooking and Practice 3 R

TBA, F

The aim of this course is to equity students with some major cooking skills of western food, such as, skills of sauté, stew, steam and frying. In addition, stress will be on knife use skills, doneness, seasoning, and tray ornaments. Students are expected to have a broad understanding the variety western of food culture and to have the ability to apply these skills to cooking their daily meals.

632005 消費者行爲

3 必

張慧珍、上

了解導致消費者購買過程的每一階段和在各購買過程中適當的使用行銷組合。認識消費者如何來決定購買，為何個人與群體做不同的購買決定，且以行為科學原理應用來研討個人、次文化、文化等各不同階層。

632005 Consumer Behavior

3 R

H. C. Chang, S

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make buying decisions, and why different individuals/groups make buying decisions. Application of behavioral science concepts at individual, subculture and cultural levels; effects of consumerism and regulation also are considered.

632006 餐旅服務技術及實習

3 必

待聘、上

本課程主要目的在使學生瞭解餐飲服務的知識及規範，熟練餐旅服務之能，培正的服務態度及職業道德。主要內容包括旅館櫃檯服務、旅館預約服務、旅館服務中心服務、旅館房務服務、餐飲服務基本概念、基本烹調法原理及其應用、菜單之認識與點菜服務、飲料單之認識與飲料服務、餐廳準備基本技能、收善餐務、結帳、消防與逃生。

632006 Hospitality Service Skill and 3 R

TBA, S

Practice

The objective of this course is to introduce the underpinnings of a style of professional service that enhance the hotel and restaurant business. These underpinnings help students to learn how to

provide the professional service in hotels restaurants. The course includes the fundamentals of front office services, reservations, uniform services, housekeeping operations, food and beverage service skills, food preparation and application, understanding the menu and ordering, beverage service, wine service, farewells, special service challenges, money handing, safety, and sanitation.

632007 餐旅資訊系統及實習

3 必

張慧珍、下

本課程主要目的再讓學生熟悉餐旅資訊系統並能進一步加以有效運用管理。包括：定義餐旅資訊系統之基本名詞及軟硬體設備介紹，餐廳電腦化管理系統、旅館業電腦化管理系統，並說明資訊系統在餐旅業應用現況與重要性。

**632007 Hospitality Management
Information System and
Practice**

3 R

H. C. Chang, F

To let students are familiar with the fundamental features of computer systems and managing the information systems within Hospitality industry is the goal of this course. It includes: Defining basis terms and describing hardware and software components、Computers in the Hospitality industry、Computerized Restaurant Management Systems、Computers Hotel Management Systems、Essentials of computer systems、Food and beverage management applications (recipe management, sales analysis, menu management)、Accounting applications for hospitality industry (monitoring and processing accounts receivable and accounts payable transactions, payroll accounting and financial reporting).

632008 餐旅英語

3 必

待聘、下

本科目之目標在協助學生了解餐旅業之專有名詞與常用之服務對話內容，並希望學生能應用餐旅英文於職場之需要。主要內容包括餐旅業內、外場服務流程常用之對話練習、專有名詞之認識等，方法宜間重教師講課、錄音(影)帶之播放、學生角色扮演活動與對話練習，以加強學生餐旅業專業英文之聽力與溝通的能力。

632008 English for Hospitality

3 S

TBA, F

Industry

Today's diverse workplace presents diverse challenges for the hospitality industry. Language training has proven to improve the employee performance in hospitality industry. The purposes of this course concentrate on knowing the hospitality terminology, the communication competence in hospitality workplace such as English listening comprehensive, reading knowledge, and the retrieving skill/speaking skills in hospitality industry. Video playing, role-playing and conversation practices are used to enhance the ability of listening and communication.

632009 財務管理

3 必

待聘、3上

本課程旨在介紹財務管理之基本概念與理論及相關之實務專業技能，內容包括：財務管理概論、金融環境、風險與報酬之分析、貨幣時間價值、證券之評價、資金成本、資本預算、資本結構、股利政策、融資決策、財務預測、規劃與分析、營運資金管理、企業購併、國際財務管理。

632009 Financial Management**3 R****TBA, S**

The main objective of the course is to give the students the basic concept and theory of finance and related operational technique. The course covers : Basic concepts 、Financial Environment 、Risk and return analysis 、Time value of money 、Security valuation 、Cost of capital 、Capital Budgeting 、Capital Structure 、Dividend Policy 、Financing Forecasting , Planning , and Analysis, Financing Forecasting, Working Capital management, Mergers& Acquisitions, International Finance.

632010 旅館管理**3 必****劉敏興、上**

本課程介紹國內外旅館經營概況、組織架構, 學生經由課堂解說清楚了解旅館業與觀光產業的關係, 經由新的概念, 使其了解學習後, 在興趣、需求、技能、個人特質上如何符合產業的需求。

632010 Hotel Management**3 R****M. H. Liu, S**

This course introduces the operation and organization structure of students will have a clear view of the hotels. Vibrant hotel/motel business and its relationship to other segments of the tourism industry. New doors of opportunity will open up for them and give them confidence to identify positions that fit their interests, needs, skills, and personality.

632011 餐旅服務品質管理**3 必****蘇衍綸、上**

本課程從餐旅相關產業和學術觀點介紹顧客服務的理論原則及其應用。內容包括創造高品質顧客服務的 15 項超越顧客期望的作法及介紹如何建立一套有系統的觀察、分析和評估服務品質的方法。

632011 Service Quality Management 3 R**Y. L. Su, S****in Hospitality**

This course is designed to facilitate a comprehensive customer service review of any hospitality operation from a workplace point of view and an academic perspective. It reviews the fifteen components of customer expectations for hospitality quality service. The framework of these components provides a useful tool for observing, analyzing, and critiquing actual customer service encounters in an ongoing hospitality organization. This course also provides a framework by which the management of an entire hospitality organization or a targeted service unit can also be studied and analyzed.

632012 餐廳管理**3 必****劉敏興、下**

本課程介紹一個成功餐廳的經營管理, 在本餐廳管理課程中, 學生將學習到餐廳的演變, 餐廳各單位人員之職掌如何點菜及正確服務技能, 良好顧客關係, 菜單計畫及如何計算出銷售金額, 經由以上課程介紹使其了解成功餐廳利潤的形成。

632012 Restaurant Management**3 R****M. H. Liu, F**

This course introduces how to manage a successful restaurant. In restaurant management, the students will learn about the aspects of food service management throughout the history of good service, the responsibilities of many types of food service employees, order taking and professional service skills, good customer relations, menu planning and how to correctly calculate selling prices to produce a profit.

632013 餐旅行銷管理

3 必

黃靖淑、下

本課程主旨在介紹餐旅行銷管理之相關知識。其內容包括：餐旅行銷概論、行銷學概論、餐旅環境與同業之分析、餐旅業市場區隔與定位、餐旅業消費者行為、餐旅業行銷研究、餐旅業之產品、定價策略、餐旅業個別銷售、餐旅業之行銷溝通、餐旅業之組織行銷。

632013 Hospitality Marketing

3 R

C. H. Huang, F

Management

The objective of this course is to introduce the basic knowledge of hospitality operation marketing. The contents include as followings: introduction to hospitality marketing, the concept of marketing, environmental scanning and competitive analysis in hospitality industry, segmentation and positioning for hospitality operation, consumer behavior in hospitality industry, marketing research, hospitality, hospitality product, hospitality pricing strategy, personal selling in hospitality industry, marketing communications in hospitality industry, and marketing organization in hospitality industry.

632014 餐旅實務實習

2 必

合授、上

此課程提供學生有機會去認識真實旅館工作的世界。提供學生在旅館房務部、櫃檯、餐飲部與行政部門的工作，從實習的訓練中，同學可學習到飯店產業工作的態度、技能與知識。

632014 Hotel and Restaurant

2 R

,S

Management off-campus

Internship

This course provides the students a chance to know the “real world “. The students have a chance to work in the hotels. Such like housekeeping, front office, food and beverage, and administration department. From the practical training, the students can learn about working attitude, skills and knowledge of the hospitality industry.

632015 宴會管理及實習

3 必

、上

本課程介紹宴會的計畫者必須要有組織領導的能力，必須能夠指定服務的組別，確保整個操作流程平順並滿足客人需求。成功的宴會必須要依靠過去的經驗與周詳的計畫，每一個宴會都要靠計畫者的周詳組織與創意才能達成任務。

632015 Banquet Management

3 R

,S

This course introduces the banquet planners the concept of organizational talent and leadership capabilities. They must be able to assign and lead the service brigade to ensure a smooth running operation and ultimate guest satisfaction. Successful banquets are the result of a very detailed planning system which draws upon the property's past experiences, every banquet requires creativity when planners organize it to make it a special event.

632016 人力資源管理

3 必

李一靜、下

本課程主要目的在使學生習得餐旅人力資源管理之理論和實務相關知識。講授內容包括：餐旅人力資源管理現況與發展，飯店組織管理與發展，人力資源規劃，員工招募與任用，員工薪資與福利，員工績效評估與升遷，員工培訓計劃，員工關係，飯店安全衛生管理，部門組織與工作職能。

630216 Human Resource

3 R

Y. C. Li, F

Management

The major objective of this course is to give students the related knowledge of the basic theory and practice of hotel human resource management. Lecture contents include: current and future development of hotel human resource management; hotel management and organizational development; human resource planning; recruitment and selection; compensation benefits; performance appraisal and promotion; orientation and training; employee relation; safety and sanitation management; as well as departmental organization and job description.

632017 餐旅講座

2 必

待聘、下

本課程為安排餐旅相關業者、專家及學者，就其工作經驗、研究心得、或平日對餐旅業業界之觀點與看法，對同學們做一正式之演講或座談。以期瞭解業界動態及未來就業方向。

632017 Hospitality Seminar

2 R

TBA, F

The purpose of this course is to familiarize the student with the hospitality environments through attending the discourses given by guest speakers in the hospitality industry. Guests speakers will be invited to share their hospitality careers with students. It provides students the opportunity to develop professionalism and employability concepts.

二、專業選修科目 Elective Courses

632018 食物製備原理及實習

3 選

陳淑瑾、上

此課程是介紹食物材料的特性，包括糖、澱粉、蔬菜、肉、蛋、豆、奶和油脂。以及製備過程中的化學、物理變化，預期學生在製備餐飲時，可以應用這些理論獲致好品質，讓學生在實際操作中，觀察並比較食物材料在烹製過程中發生的變化，期能印證理論。實習內容包括：糖的褐變，澱粉的糊化，蛋的起泡力、乳化力，油溫與炸物質地的關係... 等等。

Preparation and Practice

This course will concentrate on the introduction of basic properties of food ingredients and the chemical, physic change at the process of preparation. The aim of this course is to provide students with the opportunity to observe and to compare the change of food ingredients in the process of preparation. The practice includes of the browning of sugar, gelatinization of starch, beating foam and emulsification of egg, etc.

632019 休閒遊憩概論

3 必

范慧華、上

本課程設計的主要目的在使學生習得休閒遊憩相關的理論基礎，了解休閒遊憩的定義，休閒遊憩在人類生活中的角色功能與重要性，進而了解休閒遊憩服務系統架構與內涵，遊憩系統規劃的程序與方法，休閒遊憩機會之供給與需求之影響因子，休閒遊憩資源之開發、規劃與評估。學生透過教學與分組討論，對於未來風景遊憩區的規劃經營與管理，休閒遊憩行銷與遊憩活動企劃應有概略性的認識。

632019 Introduction to Leisure and

3 R

H. H. Fan, S

Recreation Industry

The purpose of this course is to study the principles and definitions of Leisure and Recreation Science and its functionalities in order to understand the process and methodologies of system development. The factors that influence the supply and demand of the recreation opportunities, development, planning and evolution of recreation resources are also included in the course content. Through the participation and group discussions, students would be able to better understand the management and marketing strategies and programs of Leisure and Recreational Industry.

632020 國際禮儀

2 選

鍾辰英、上

本課程旨在增進學生有關國際禮儀方面的基本認識。主要內容包括生活禮儀、職場禮儀、觀光禮儀、以及各國特殊禮俗等。

632020 The Etiquette

2 S

C. Y. Chung, S

This course introduces students the concept about the etiquette. It includes the following topics: good living manners, the etiquette in business; the etiquette for tourists; and some special ceremonies in different countries.

632021 花藝設計及實習

3 選

鍾辰英、下

本課程旨在介紹插花的基本知識與技巧。課程內容包括：花卉藝術的發展與流派；花卉材料的認識與處理；花器、配件的選用；以及基本的設計原理-佈局、調和、焦點、平衡、比例、線條、節奏、結構與色彩等；基本花型的練習-圓弧幾何原型、三角幾何原型、水平幾何原型、四方幾何原型、以及花籃設計等。

632021 Floral Design and Practice 3 S**C. Y. Chung, F**

The objective of this course is to introduce the fundamentals of the flower arrangement. The contents include: the knowledge of the flower materials; cares of cutting flowers and leaves; containers, accessories and tools; design principles-composition, harmony, focal point, balance, proportion, line, texture, rhythm and color; and the practices of some basic flower patterns -circular, triangular, horizontal, foursquare, and baskets design.

632022 營養餐飲設計及實驗(一) 3 選**李一靜、下**

本課程除講授營養學和膳食設計的原理外，使學生由親自操作實習來明瞭營養學上的觀念和理論，進而運用至各生命週期膳食之設計。講授內容包括介紹食物營養與健康，消化吸收與代謝，蛋白質及氨基酸，醣類，脂質，能量代謝，礦物質元素，水分及電解質平衡，脂溶性和水溶性維生素，合乎營養與經濟的食物選擇和膳食設計，妊娠和哺乳期營養，嬰兒期營養，兒童與青少年期營養和老年期營養。實習內容包括：米飯、麵條、米粉和粉絲類吸水率之計算與製備；肉類之收縮率與廢棄率之計算方法與製備；豆類與奶類的特性及其製品與各類食物代換單位和代換表應用練習；妊娠和哺乳期營養與飲食設計；嬰兒期營養與飲食設計；兒童期營養與飲食設計；青少年期營養與飲食設計和老年期營養與飲食設計。

**632022 Nutrition for Dietary Design 3 S
and Laboratory (I)****Y. C. Li, F**

The objective of this course is not only to introduce fundamentals of nutrition science and principles of dietary design and the guidelines of meal plan, but also to let the students skillfully design and prepare recipes for the people of different life cycle. Lecture contents will cover: food, nutrition and health; digestion, absorption and metabolism; proteins and amino acids; carbohydrates; lipids; energy metabolism; mineral elements; fluid and electrolyte balance; fat – and water – soluble vitamins; food selection and dietary design for nutrition and economy; nutrition during pregnancy and lactation; nutrition during infancy; nutrition for children and teenagers and nutrition for older adults. Recitation includes: preparation and water absorption ratio of different kinds of rice and noodle; dumpling making; practice of “as purchased” and “edible portion” in eggs, vegetables and fruits; shrinkage ratio and waste ratio of meats; properties of soybean and milk and their products and practice of exchange list of different kinds of foods; nutrition during pregnancy and lactation and the dietary design; nutrition during infancy and the dietary design; nutrition for children and teenagers and the dietary design and nutrition for older adults and the dietary design.

632023 餐旅業形象管理**3 選****張楚珍、下**

本課程旨在培養學生企業識別系統 C. I. S. 之觀念，了解餐旅行業之商店規劃與設計的程序、包含各種不同型態商店之賣場外觀、內部消費動線安排原則與技巧，以及店內人員服飾等相關視覺設計。

**632023 Hospitality Image
Management****3 S****H. C. Chang, F**

This course target at educating students to know the C.I.S system of the enterprise, understand that the store of hospitality industry programming and design, introduce the image design of international famous hotel, principle and method technique that uniforms and vision of design.

632024 異國料理及實習

3 選

待聘、上

本課程著重亞洲、歐洲、地中海及美洲地區傳說及區域的異國料理烹調技術。課程強調中華、台灣、韓國、日本、泰國、印尼、印度、法國、義大利、中東、東歐及美國等國料理所使用的材料、香料、調味料及烹調技術得介紹。

**632024 International Cuisine &
Practice**

3 R

TBA, S

Prepare, taste, serve, and evaluate traditional, regional dishes of Asia, Europe and the Mediterranean and the Americas. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques representative of the cuisines of China, Taiwan, Korea, Japan, Thailand, Indonesia, India, France, Italy, Middle East, Eastern Europe and the United States.

632025 餐檯設計及實習

3 選

鍾辰英、上

本課程旨在增進學生餐檯設計與布置的能力。主要內容包括餐檯設計的原則與方法，餐檯設計的要素，餐檯造型設計，餐桌布置，餐巾摺花，各式宴會餐檯設計，花卉裝飾等。

**632025 Table Design for Restaurant
and Practice**

3 S

C. Y. Chung, S

The aim of this course is to improve students some skills of the table design for restaurant. It includes the following topics: the elements and principles of table design, design methods of the table, table settings and decorations, folding napkins, ornament for the centerpiece of a table...etc.

632026 麵包製作原理及實習

3 選

陳淑瑾、上

本課程旨在協助學生了解有關麵包食品的知識，包括材料特質、配方平衡、操作技巧、失敗改善。由實際操作讓學生了解材料經由攪拌、發酵、整形、烤焙等過程而形成之技巧，並能判別成品優劣，並檢討原因。

**632026 Principle & Laboratory of,
Bread Making**

3 S

S. J. Chen, S

The aim of this course is to equate students with some knowledge about bread bakery, include of the property of ingredients, formula balance, skill of operation, and the causes of faults. This course is to provide students with the opportunity to practice some baking techniques. From measuring ingredients, mixing, fermentation, bread dough making up, baking and then scoring.

632027 人際關係與溝通

3 選

李一靜、上

本課程之教學目的乃在於協助學生瞭解於團體活動中，個體在行為上或心理歷程

上，受團體之影響；或者個體和個體間彼此之影響，進而明白人際間之互動關係。主要內容包括：人際關係理論，人際關係發展的過程和策略，人際吸引及衝突，溝通理論與技巧，態度、社會化與行為改變，團體歷程、組織和領導，環境文化與社會行為。

632027 Inter-personal Relationships 3 S

Y. C. Li, S

and Communication

The major objective of this course is to let the students understand how individual behave and interact in group activities in terms of their behavioral and psychological aspects. To understand the inter-personal relations in social settings is the other objective. Lecture contents include: theories of human relations; strategies and processes of human relation development; attraction and conflicts; communication skills; attitudes, socialization and behavioral changes; grouping processes, organization and leadership; cultural and social behaviors.

632028 西點蛋糕製作原理及實習

3 選

陳淑瑾、下

本課程旨在協助學生了解有關西點蛋糕食品的知識，包括材料特質、配方平衡、操作技巧、失敗改善。由實際操作讓學生了解材料經由攪拌、裝盤、整形、烤焙、裝飾等過程而成形之技巧，並能判別成品優劣，並檢討原因。

632028 Principle & Laboratory of 3 S

S. J. Chen, F

Cake and Pastry Production

The aim of this course is to equate students with some knowledge about cake and pastry bakery, include of the property of ingredients, formula balance, skill of operation, and the causes of faults. This course is to provide students with the opportunity to practice some baking techniques. From measuring ingredients, mixing, baking, cake decorating and then scoring.

632029 客房管理及實習

3 選

待聘、下

本課程主要介紹國內外旅館客務及房務部之組織及其功能如：諮詢、預約、接待、總機、工商服務中心及門僮等工作與職務、一般旅館遷入、遷出的電腦訂位與預約訂房之作業流程；此外，了解飯店客房內清潔之標準流程與動作，介紹清潔工作之要領，並介紹洗衣房之工作流程及其職責與其清理客人衣物與員工被服之清理要領，使同學了解客務及房務部之工作型態。

632029 Front Office and Housekeeping 3 S

TBA, F

Management with Practice

The basic premise of this course is to introduce the organization and function of front office and housekeeping in a hotel, such as inquiry, reservation, reception, operator, business service, bell service, check-in and check-out computer reservation system. In addition, it also introduces the operation procedure and job description of laundry service, and doing laundry. Students will fully understand the operation process of front office and housekeeping department.

632030 飲料管理及實習

3 選

劉敏興、下

本課程介紹如何計畫、經營，定位一個飲務單位，內容介紹飲料相關的內容，如

製作、採購、照顧與製作飲料，其他如吧台服務之標準，測量，酒杯之選擇與酒單之製作都是確認飲料品質管理之基本概念。

632030 Beverage Management and Practice 3 S M. H. Liu, F

This course introduces student how to plan, equip, staff, operate and market a beverage facility. It tells all about the issues of beverages: how they are made, purchased, watched over, and mixed into the different kinds of drinks. Standards of bar service include beverage measurement, standard glassware selection, and standard beverage recipes. By establishing and implementing these three standards, total beverage quality management can be ensured.

632031 菜單規劃與分析 3 選 陳淑瑾、上

本課程在協助學生瞭解菜單設計者應具備的食品、管理及財務之相關基本知識。課程中將使用多種菜單實例、圖表及格式以引導學生在菜單成本、行銷、廣告推銷、分析菜單及選擇餐飲設備之相關領域進行瞭解。內容包括：非商業性及商業性菜單、餐飲市場調查、營養菜單設計、餐飲菜單的特色、標準食譜、菜單定價策略、食譜成本、菜單的行銷特性、菜單工程法、菜單廣告推銷。

632031 Menu Planning and Analysis 3 S S. J. Chen, S

The purpose of this course is to provide basic information about foods, management and financing for today's menu planners. Numerous tables, forms, and sample menus are used to instruct the students in cost, marketing, merchandising, and analyzing a menu, and in selecting equipment. It included: Institutional and commercial menus、Market survey、Nutrition and menu planning、Foodservice characteristics of a menu、Standard recipes、Menu pricing、Recipe costing、Marketing characteristics of a menu、Menu Engineering、Marketing & merchandising the menu.

632032 餐旅業研究方法 3 選 黃靖淑、上

本課程主要宗旨在於分析餐旅企業問題並以科學的研究方法作為解決問題的工具。主要內容包括建立社會科學研究的基本觀念，熟悉研究設計、資料蒐集與研究架構之方法、介紹電腦統計軟體（SPSS）在研究方法上之應用與操作以及培養撰寫研究計劃及論文的能力。並進一步將研究方法實際運用演練於餐旅事業範疇。

632032 Research Methods in the Hospitality Industry 3 S C. H. Huang, S

This course focuses on the analysis of the hospitality business problems and the use scientific research as a problem solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, the use of the statistical software package (SPSS), and report writing and presentation in hospitality filed. It helps students to locate problem areas in hospitality settings, and plan, organize, design, and conduct research to help solve the identified problems.

632033 餐旅商品企劃及實習 3 選 張慧珍、上

本課程旨在培養學生對餐飲、飯店業之販促商品企畫及行銷活動規劃之瞭解。包含飯店中之各類型美食週（節）與季節、節日之活動規劃，並針對國內市場中流行餐飲商品之形成過程進行解構並分析流行預測方式。並藉由模擬實習，實際演練商企活動之安排。

632033 Hospitality Merchandise and Practice 3 S **H. C. Chang, S**

This course educates the student about hospitality merchandise and marketing activity programming. It includes the introduction of hotel special food week and holiday season, the activity of festival programming. And it also aim at local market popularity in the hospitality formation process of merchandise and analyze.

632034 餐旅採購 3 選 **劉敏興、上**

本課程提供了餐旅採購所需含蓋之內容如：採購之概念、配送之系統、採購之功能、採購組織、採購原理及採購品項，（食品採購、飲料採購、一般物品採購）這些採購的介紹都是從管理角度來做評量，可使你更成功地經營你的餐旅事業。

632034 Hospitality Industry Purchasing 3 S **M. H. Liu, S**

This course provides a comprehensive and understandable view of activity, as well as its relationship to the management of a successful operation. It includes discussion of the purchasing activity, such as like the concept of procurement, distribution system, an overview of the purchasing function, the organization and administration of purchasing, the principles of procurement and the selection and procurement of the items. All these production information are from the managerial perspective.

632035 營養餐飲設計及實驗(二) 3 選 **李一靜、上**

本課程主要目的在於指導學生應用醫學和營養的知識，給予不同病患特殊飲食，以維持或恢復個體的健康，並藉由學生親自設計及實際練習製作各種不同膳食療養食譜以達到熟稔的目的。講授內容包括：飲食與治療，飲食代換表之應用，體重過重與不足，各種新陳代謝病，腸胃道疾病，肝臟膽囊與胰臟病，高脂蛋白血症與動脈硬化症，心臟病與高血壓，腎臟疾病，營養失調，代謝壓力反應及其營養照顧，手術、創傷或灼傷病人的營養照顧與癌症之飲食治療原則。實習飲食包括製作普通飲食、軟質飲食、清流質飲食、全流質飲食、半流質飲食、高熱量飲食、糖尿病飲食、低普林飲食、低渣飲食、高熱量高蛋白飲食、低油飲食、低鈉飲食、低鈣飲食、低蛋白飲食、限醣飲食和癌症飲食。

632035 Nutrition for Dietary Design and Laboratory (II) 3 S **Y. C. Li, S**

Instructing the students to apply medical and nutritional knowledge to maintain or obtain health of different types of patients and to skillfully design and prepare recipes for different patients is the main purpose of this course. Lecture contents include: diet and therapy; application of meal

exchange list; imbalance of body weight; various metabolic disorders; disease of the gastrointestinal system; disease of the liver, gallbladder and pancreas; hyperlipoproteinemia and atherosclerosis; acute and chronic disease of the heart and hypertension; disease of the kidney; malnutrition; metabolic stress response and nutritional care; nutritional care for the patient of surgery trauma or burns and cancer. Therapeutic diets cover: full diet; soft diet; clear liquid diet; full liquid diet; semiliquid diet; high calorie diet; diet for D.M. patients; low purine diet; low fiber diet; high calorie and high protein diet; low fat diet; low sodium diet; low calcium diet; low protein diet; carbohydrate restricted diet and diet for cancer patient.

632036 顧客關係管理

3 選

范楚華、下

本課程旨在引導同學認識顧客關係管理 (CRM)，探討企業與顧客間如何建立關係、如何獲取顧客資訊與情報，並瞭解顧客關係管理 (CRM) 對顧客行為之影響，進而建立有系統的顧客關係管理 (CRM) 管理模式。

**632036 Customer Relationship
Management**

3 S

H. H. Fan, F

This course target to give students the customer relationship management (CRM) concept, course contents include: explain the influence between customer relation management (CRM) and enterprise, from how obtain the customer information and understand how to build up the systematic customer relation management system (CRMS).

632037 旅館管理案例探討

3 選

蘇衍綸、上

本課程以旅館實際案例探討，訓練學生邏輯思考和問題解決能力。內容探討旅館管理各項重要議題包括服務品質管理、人力資源管理、房務管理、客房和餐飲銷售、營收管理以及營運評估等。

**632037 Case Studies in Lodging
Management**

3 S

Y. L. Su, S

This course encourages students critical thinking with industry-driven scenarios. Many compelling cases explore many facets of lodging, including service management, human resources, housekeeping, hotel sales, revenue management, and evaluating hotel operations. Each case is based on true events that consumers experienced or was told about during numerous site visits to a variety of lodging and resort properties.

632038 餐旅設施規劃與管理

3 選

蘇衍綸、下

本課程介紹餐旅設施的規劃設計，內容涵蓋餐旅設施規劃趨勢，設計的原則與空間分析，餐旅相關設施、設備介紹，餐旅設施設備配置與動線，旅館各部門規劃與設計，餐飲外場和廚房設備，餐旅設施工程維護等。

**632038 Hospitality Facilities Design
and Management**

3 S

Y. L. Su, F

Students will learn what it takes to keep every area of a hotel property running smoothly with

this course. This course includes an emphasis on foodservice equipment and design. It also includes coverage of procedural functions, development of the front of the house, and the creation of the back of the house to efficiently, effectively, and correctly handles business. Students will also benefit from a new summary of facilities issues structured around functional spaces, in addition to a systems approach.

632039 休閒事業管理

3 選

范慧華、下

本課程的目標為敘述發展改善相關休閒事業管理的相關知能，可分為四個部分來講授：解釋“leisure”，“play”與“recreation”之異同，與人們對休閒的需要；休閒之趨勢與休閒之計畫及政府在此所扮演之角色；公共部門、公益部門與商業部門在休閒事業所扮演的供應者角色；休閒事業之管理。

632039 Leisure Management

3 S

H. H. Fan, F

The purpose of this course is to explore, describe inform, challenge, improve and enhance leisure and recreation management. The first part of this course describes and explains three related phenomena; leisure, play and recreation, and the needs of people. The second part consists of three points: trends in leisure; planning for leisure; and the role of government and national agencies. The part three deals with the providers in the public, voluntary and commercial sectors. The fourth focus on the management of leisure.

632040 餐飲管理案例探討

3 選

蘇衍綸、下

本課程探討餐飲管理實際案例，訓練學生邏輯思考和問題解決能力。內容探討餐飲管理各項重要議題包括餐廳的設施設備、營運管理、衛生與安全、菜單設計、採購管理以及人力資源管理等。

632040 Case Studies in Food Service Management

3 S

Y. L. Su, F

This course uses executive cases to help students respond to real-life industry challenges in the operation of commercial food service establishments. Case studies explore the restaurant setting, operational issues, safety and sanitation, menu planning, purchasing, and human resource issues.

632041 餐旅業國際化管理

3 選

張慧珍、上

本課程旨在使學生熟悉餐旅產業因應國際化趨勢，所應具有之企業管理的相關知識與技能，透過國內外個案範例的介紹，進一步瞭解全球環境變動對國際餐旅企業之影響，以及企業如何進入國際化之策略模式。

632041 Hospitality International Business Management

3 S

H. C. Chang, S

The purpose of this course is to introduce international business management in Hospitality. The students should learn about the knowledge and skill of corporate management. Through the introduction of local and international hotels case, they are expected to familiar with international hospitality. The main issues include the environment change of world, and how to facilitate the

internationalize strategy mode.

632042 休閒農場經營管理

3 選

范薏華、上

本課程主要內容包括：休閒農業的涵意、休閒農業的範圍、休閒農業經營之投資計畫評估、休閒農業的經營管理、恆春農場的經營管理、走馬瀨農場的經營管理、桃山材休閒農業的經營管理、嘉義農場的經營管理、潮州農場的經營管理、觀光農園的經營管理、民宿農莊的經營管理

632042 Management of Leisure Farm 3 S

H. H. Fan, S

The main subjects of this course are as follows: The definition of the recreational farm、The sphere of the recreational farm、Evaluation on investment effects of the recreational farm、The management of the recreational farm、The management of Hong-chuen recreational farm、The management of Tzouma-Lay recreational farm、The management of Taun-Shan recreational farm、The management of Chia-I recreational farm、The management of Chau-Jow recreational farm、The management of sightseeing farm、The management of farm stay.

632043 會議管理

2 選

待聘、上

本課程主要教授學生瞭解會議產業及執行管理會議時所需的專業技術/技巧，重點在於基本會議規劃、管理與實際應用執行、會議產業種類介紹、會議產業市場分析、會議主題順序分析及專業知識技術之執行應用。學生將學習規劃會議的藝術與科學並探索會議產業市場中的意涵。藉由修習本課程可獲得會議管理之相關知能。

632043 Meetings and Convention, 2 R Management

TBA, S

This course is to provide students with an understanding of the meetings industry and with technical/professional skills required to properly execute and manage a meeting or convention. Focus will be on basic aspects and skills involved in planning and managing meetings and conventions, types of meetings and meeting markets, the entire sequence of events, and the application of knowledge and techniques to real world situations. Students will examine the art and science of planning major events and will explore the many facets that comprise the convention industry. As such, students successfully completing this course will obtain knowledge and understanding in meeting related topics.

632044 飲食文化

3 選

鍾辰英、下

本課程旨在增進學生有關飲食文化的認識。主要內容包括不同國家飲食文化的起源與特性、民俗上的飲食禁忌、以及茶文化、酒文化等。

632044 Dietary Culture

3 S

C. Y. Chung, F

The aim of this course is to introduce students the concept about the dietary culture. It includes the origin and characterization of the dietary culture in different countries; some dietary taboos about folk custom. It also includes tea culture and wine culture.

632045 旅館安全管理**2 選****待聘、下**

本課程介紹旅館安全管理基本概念，內容涵蓋旅館安全的定義特質與範疇、旅館安全組織、前場安全管理、消防管理、員工安全管理和危機管理。

632045 Hotel Security Management**2 S****TBA, F**

This course provides students with basic concepts in lodging security management. It introduces initial concerns and concepts relating to security. It outlines the general areas a security and loss prevention program should consider. This course also examines the legal requirements associated with protecting guests and property. It discusses several elements involved in setting up a security and loss prevention program.

632046 餐旅連鎖加盟管理**3 選****黃靖淑、下**

連鎖加盟是本世紀餐旅業最宏偉的事業，而且已變成在傳送其產品及服務方面的一項主導動力。本課程之主要授課目的如下：連鎖加盟的簡介，餐旅連鎖加盟在台灣的情況，餐旅連鎖加盟的利弊，法律文件及連鎖加盟契約，加盟者/加盟總部/連鎖加盟的選擇；連鎖加盟的申請和組合，餐旅連鎖加盟標準化，總部服務管理，總部與加盟者的關係，國際餐旅連鎖加盟概念的發展，餐旅連鎖加盟的營運狀況，餐旅連鎖加盟的管理機能及個案討論。

**632046 Hospitality Franchising
Management****3 S****C. H. Huang, F**

Franchising in the hospitality industry has been the most dynamic business arrangement in this century and became a domination force in the distribution of goods and service. The purposes of this courses are followings: introduction to franchising, hospitality franchising in Taiwan, advantages of franchising, legal documents and franchising agreement, franchiser / franchisee selection, franchisee application and franchise package, franchiser service standards, franchiser-franchisee relationships, international franchising, franchise concept development, operational aspects of hospitality franchises, management aspects of hospitality franchises and case studies.

休閒運動保健系碩士班

Department of Recreation Sport & Health Promotion

課程代號 Course Number	科目名稱(中 文) Course (Chinese)	學 分 Credit	科目名稱(英 文) Course (English)	頁次 Page
專業必修科目 Required Courses				
646001	研究方法	3	Research Methods	
646002	專題討論(一)	1	Seminar(一)	
646003	應用統計學	3	Applied Statistics	
646004	專題討論(二)	1	Seminar(二)	
646005	休閒與健康機構實習	1	Practical Training of Leisure and Health Institution	
646006	碩士論文	6	Master Thesis	
專業選修科目 Elective Courses				
646007	休閒經營專題研究	3	Special Topics on Recreation and Health Management	
646008	質性研究	3	Qualitative Research	
646009	運動休閒人力資源管理專題研究	3	Special Topics on Recreation and Health Promotion Human Resources Management	
646010	休閒設施經營與管理	3	The Study Leisure Facility Management	
646011	休閒行為專題研究	3	Special Topics on Leisure Behavior	
646012	運動生理學專題研究	3	Special Topics on Exercise Physiology Research Project	
646013	體適能專題研究	3	Special Topics on Physical Fitness Research Project	
646014	健康促進專題研究	3	Special Topics on Health Promotion	
646015	休閒行銷管理專題研究	3	Special Topics on Recreation Marketing Management Strategy	
646016	休閒社會學專題研究	3	Special Topics on Sports and Leisure Sociology	
646017	休閒教育研究	3	Leisure Education Study	
646018	體驗與冒險教育研究	3	The Study of Experiential and Adventure Education	
646019	運動營養學專題研究	3	Special Topics on Sport and Nutrition Research Project	
646020	健身運動心理學專題研究	3	Special Topics on Exercise Psychology	
646021	休閒遊憩方案規劃與設計	3	Design and Planning of Leisure and Recreation Programs	
646022	戶外遊憩專題研究	3	Special Topics of Outdoor Recreation	
646023	休閒消費行為專題研究	3	Special Topics on The Study of Recreation Consumer Behavior	
646024	運動觀光專題研究	3	Special Topics on Sports Tourism	
646025	運動防護專題研究	3	Special Topics on The Sport Prevention Research Project	

課程代號 Course Number	科目名稱(中 文) Course (Chinese)	學 分 Credit	科目名稱(英 文) Course (English)	頁次 Page
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專業選修科目 Elective Courses

646026	休閒與保健資訊科技	3	Special Topics on Information Technology of Health Promotion and Leisure	
646027	身體活動評估學專題研究	3	Special Topics on The Methodology of Physical Activity Assessment	
646028	運動休閒財務管理專題研究	3	Special Topics on Financial Management for Recreation Sport & Health Promotion	
646029	冒險治療與領導專題研究	3	Special Topics on The Study of Adventure Therapy and Leadership	
646030	休閒產業政策研究	3	Special Topics on Policies Study of Leisure Industries	
646031	休閒經營診斷與分析	3	Recreation Industries Diagnose and Analyses	
646032	社區健康營造專題研究	3	Special Topics on Healthy Community Building	
646033	特殊需求族群健康促進專題研究	3	Special Topics on The Research of the Health Promotion for the Special Needed Group	
646034	休閒俱樂部專題研究	3	Special Topics on The Study of Recreation Club Management	

休閒運動保健系

Department of Recreation Sport & Health Promotion

一、必修科目 Required Courses

646001 研究方法

3 必

劉照金、上

本課程的目的，在讓學生學習如何以一科學的程序與方法，來蒐集和分析休閒與保健產業經營上相關的資訊，以協助休閒運動產業擬定決策，解決其經營管理上，所面臨的問題。主要內容包括：研究程序、初級資料蒐集方法、概念的衡量，抽樣與現場作業管理、資料整理與分析、研究報告撰寫。

646001 Research Methods

3 R

C. C. Liu, F

This course will provide a comprehensive coverage of the research process and methods in the recreation and health business settings to improve the quality of recreation and health business decision-making and solve the management problems in a scientific way. The major subjects will cover: introduction, research process, research methods for collecting primary data, measurement concepts, sampling and fieldwork, data analysis and paper writing.

646002 專題討論（一）

1 必

輪授、上

本課程旨在提供全體師生一個共同研討休閒與保健產業經營學術與實務新知的交流平台，藉由專題演講、論文報告、校外參訪與心得報告，或角色扮演、文化巡禮等活動，來增進師生互動與情誼，並使學生學習到具有人文藝術素養的最新休閒與保健產業經營知識

646002 Seminar（一）

1 R

All Teachers, F

This curriculum is designed a platform for all teachers and students interaction in academic activities of recreation and health business settings. The activities in the course include making keynote speech, dissertation presentation, go sightseeing institution and report, role-playing, and cultural learning. The course aims to enhance affiliation and understanding in the graduate institution and expects students learned more in recreation and health business settings with art and humanity.

646003 應用統計學

3 必

吳崇旗、上

本課程提供了一套從統計的知識、軟體的操作到實際應用的能力訓練。將量化研究的實務工作與 SPSS 及 LISREL 視窗版軟體的應用加以整合，並著重統計方法在休閒運動保健領域上應用的實例。

646003 Applied Statistics

3 R

C. C. Wu, F

The purpose of this course is to provide basic training for competence in statistical knowledge, software usage and research practice. With introduction for the statistical software of SPSS and LISREL, students will learn how to apply these tools to researches in recreational sport and health promotion.

646004 專題討論（二）

1 必

輪授、下

本課程旨在提供全體師生一個共同研討休閒與保健產業經營學術與實務新知的交流平台，藉由專題演講、論文報告、校外參訪與心得報告，或角色扮演、文化巡禮等活動，來增進師生互動與情誼，並使學生學習到具有人文藝術素養的最新休閒與保健產業經營知識。

646004 Seminar (二) 1 R All Teachers, S

This curriculum is designed a platform for all teachers and students interaction in academic activities of recreation and health business settings. The activities in the course include making keynote speech, dissertation presentation, go sightseeing institution and report, role-playing, and cultural learning. The course aims to enhance affiliation and understanding in the graduate institution and expects students learned more in recreation and health business settings with art and humanity.

646005 休閒與健康機構實習 1 必 劉子利、上

本課程主要目標在透過學生校外機構的實作經驗，來結合學校課堂內的理論，使學生能夠理論與實務並重，提升職場競爭力。

646005 Practical Training of Leisure and Health Institution 1 R T. L. Liu, F

The aim of this course is to combine the practical experiences and academic theories for students so as to enhance their abilities of job competition.

646006 碩士論文 6 必 各教師、上

本課程主要是在於訓練碩士班研究生正確的研究態度與研究能力，經由對專業方向的研究，期使培養研究生的獨立研究能力

646006 Master Thesis 6 R All Teachers, F

The main purpose of course is to train the learners to be dependent researchers. Though taking this course, the students will have correct research attitudes and ability, and to be an excellent researcher.

二、選修科目 Elective Courses

646007 休閒經營專題研究 3 選 劉照金、下

本課程主要目的在建立休閒經營理論與實務專業知識。課程主題將包括休閒與保健產業經營的服務需求、商品化、產業組合、永續經營、經營策略、競爭力、服務作業、服務品質、承載量、財務收支、促銷運用等休閒與保健產業經營之探討。

646005 Special Topics on Recreation and Health Management 3 S C. C. Liu, S

The purpose of this course is to teach student the professional knowledge of management theory and practical experience in the recreation and health business settings. The contents of this course include demand, commodity, industrial constitute, sustainable management, and analysis of the Recreation and Health Business service organization include strategy, competition capability, service operation, service quality, carrying capacity, financial balance

and promotion.

646008 質性研究 3 選 劉子利、上

本課程旨在探討質性研究的意義與內涵，並介紹各種質性研究的方法與資料蒐集技術，期能引發學生對本學科的興趣，進而培養學生從事休閒質性研究之能力。

646008 Qualitative Research 3 S T. L. Liu, F

This course is designed to explore the meaning and connotation of qualitative research, and to introduce the methods and datum selection technique in this field, so as to cultivate the interests and abilities of students.

**646009 運動休閒人力資源管理 3 選 巫昌陽、上、無
專題研究**

本課程主要著重於休閒與保健產業所屬人力之工作分析、選訓、發展、薪酬及績效評估等人事管理的理論基礎作完整且全面的檢視，並透過心得與實務應用例子報告，培養學生搜集有關人力資源管理資料，提出研究專討及討論解決方法，並訓練學生之表達、研究能力與實用技巧。

**646009 Special Topics on Recreation 3 S C. Y. Wu, F, none
and Health Promotion Human
Resources Management**

This course focuses on recreation and job analysis of the industry's affiliated manpower of health care mainly, select to train, develop, the salary and performance are assessed, etc. The theoretical foundation of personnel management does intact and overall looking over, and use the example report through gains and practice, train students to collect the relevant manpower resources management materials, propose studying and demanding and discussing the solution specially, train students' expression, study ability and practical skill.

646010 休閒設施經營與管理 3 選 巫昌陽、上、無

本課程主要目的在介紹國內外運動休閒設施經營管理現況以及各項規劃與營運準則之理論基礎，並透過實際參訪與個案分析以培養學生具備運動設施規劃、設計，營運、管理的理論基礎與實務經驗。

**646010 The Study Leisure Facility 3 S C. Y. Wu, F, none
Management**

This main purpose of course is in introduction domestic and international sport recreation facility management and administration present situation and every planning and theoretical foundation of operation criterion, and through joining and visiting analyzing with the case that possesses sport facilities to plan, design in order to train students actually, the theoretical foundation of operating, management and practice experience.

646011 休閒行為專題研究 3 選 吳崇旗、上

本課程以休閒遊憩中的人類行為研究為主題，經由國內外休閒研究專書與期刊論文研讀與評析，瞭解現今休閒研究趨勢，並提供未來休閒行為研究的概念啓

發。

**646011 Special Topics on Leisure
Behavior**

3 S

C. C. Wu, F,

The main topics of this course are about leisure, recreation and human behavior. Through reading and criticizing international and domestic journal papers about leisure research, this course provides current trend and future inspiration in leisure studies.

646012 運動生理學專題研究

3 選

曹德弘、上

本課程旨在使學生瞭解生理與代謝在激烈與長期運動後的反應。探討的主題有：運動後能量代謝的反應；運動中碳水化合物、脂質與蛋白質的代謝與調整；疲勞時能量的反應；訓練後能量代謝的適應；運動與心肺反應的關係；運動時氧攝取的限制因素；訓練後，骨骼肌型態與神經肌肉的適應；熱壓力與液體平衡。

646012 Special Topics on Exercise

3 S

T H. TSAO, F,

Physiology Research Project

The goal of this class is to identify the physiological and metabolic responses to acute and chronic exercise. Areas covered include metabolic responses to exercise; carbohydrate, lipid and protein metabolism during exercise and their regulation; metabolic bases of fatigue; metabolic adaptations to training; cardiorespiratory response to exercise; limits to the oxygen transport system; skeletal muscle fibre types and neuromuscular adaptations to training; and heat stress and fluid balance.

646013 體適能專題研究

3 選

曹德弘、上

本課程旨在使學生瞭解體適能的中心概念與評估體適能的方法。所包含主題有：個人健康狀況調查；漸增運動能力測試；心電圖記錄與基本解讀；肌力與肌耐力評估；身體組成分析；肺功能測試；心血管疾病風險評估分析及個案研究與運動處方的設計。

646013 Special Topics on Physical

3 S

T. H. TSAO, F

Fitness Research Project

The aim of this class is to study the concepts and techniques for evaluating physical fitness. Topics include health and medical histories, graded exercise capacity testing, ECG recording and basic interpretation, muscular strength and endurance assessment, body composition analysis, pulmonary function tests, CHD risk-factor analysis. Lab results and case studies are used to practice writing exercise prescriptions.

646014 健康促進專題研究

3 選

徐錦興、下

本課程之目的主要為提供研究所學生對健康促進概念之了解，在文獻導讀方式課程方式中，讓學生了解不同之健康促進理論，並經由課程討論及文獻分析，探討運動與健康促進之關係。期經由本課程能引發學生對於健康促進理論之了解，且能正確使用於實際生活應用中。

**646014 Special Topics on on Health
Promotion**

3 S

C. H. Hsu, S

The course of 「Seminar on Health Promotion」 is designed to encourage graduated students from varying backgrounds to obtain the knowledge and skills which is necessary for developing appropriate approaches to evidence-based health promotion, in addition, to direct at practitioners aspiration to upgrade students' knowledge. The purpose of this course is to guide students how to read the literature reviews, so that students can get more awareness how to promote healthy lifestyle through the means of exercise. The content of this course includes various theories of exercise psychology on health-related behavior. Apply psychological guidance and skill on recreational sports fields will be also discussed.

646015 休閒行銷管理專題研究 3 選 巫昌陽、下、無

本課程主要目的介紹休閒行銷管理之最新觀念、程序與理論架構，並討論行銷最新趨勢與主題，如顧客滿意、服務行銷、非營利機構行銷、直接行銷及零售管理與培養學生搜集有關行銷專題資料，提出研究專討及討論解決方法，並訓練學生之表達能力及研究能力。

**646015 Special Topics on Recreation 3 S C. Y .Wu, S, none
Marketing Management Strategy**

This main purpose of course introduces the latest idea and topic, the procedure and theory structure of recreation marketing management, discuss the newest trend of marketing, if customer satisfied serving marketing, non-commercial organization marketing, direct marketing and is it is it relate to train students to collect the thematic materials of marketing to manage to retail, propose studying and demanding and discussing the solution specially, train students' ability to express and research ability.

646016 休閒社會學專題研究 3 選 劉照金、下

本課程主要目的在探討休閒及運動產業從業人員基本社會學觀念，由社會學的角度透視休閒運動產業現象。授課內容包括休閒運動社會學之理論、休閒運動與文化、團體、教育、政治、經濟等社會力之相互關係；休閒及運動的社會結構與機能、休閒及運動文化、休閒及運動團體、休閒及運動與教育、休閒及運動與經濟、休閒及運動與政治等。

**646016 Special Topic on Sports and 3 S Chao-Chin Liu、S
Leisure Sociology**

The main purpose of this course is to engage in recreational sports industries with basic concepts of sociology from the theory of sociology to view recreational sports phenomenon. The contents of this course include the meaning and theory of recreational sports sociology; the mutual relationships among recreational sports, cultures, organizations, education, politics, economy, social structure and function of recreational sports; recreation and sports culture, sports organizations, education, economy and politics...etc..

646017 休閒教育研究 3 選 劉子利、下

本課程主要在介紹休閒及休閒教育的內涵與相關理論，並探討國內當前休閒教育的現況與未來發展趨勢。

646017 Leisure Education Study 3 S T. L. Liu, S

The course introduces mainly the connotations and theories of leisure and leisure

education, and to explore the current situation and further development of leisure education in Taiwan.

646018 體驗與冒險教育研究 3 選 吳崇旗、下

本課程主要目的是在介紹「體驗教育」及其次領域—「冒險教育」的概念、現今重要研究議題，透過課堂上的討論與報告，建構體驗與冒險教育的研究架構藍圖。

646018 The Study of Experiential and 3 S C. C. Wu, S
Adventure Education

The purpose of this course is to provide the blue print for research in “Experiential and Adventure Education” field through introduction, discussion and presentation for current issues of experiential education and adventure education.

646019 運動與營養學專題研究 3 選 曹德弘、下

本課程旨在讓修課學生瞭解運動員與從事運動者在營養方面的需求。探討的主題有：藉由營養使訓練及運動成績達到更佳的境界；身體組成與運動的關係；運動飲料、碳水化合物、脂肪的提供和運動訓練與運動後恢復期的關係；不同運動項目對蛋白質的需求；礦物質與維生素對運動成績的影響；增補抗自由基營養素對運動成績的影響。

646019 Special Topics on Sport and 3 S T. H. TSAO, S
Nutrition Research Project

This class examines the nutritional needs of athletes and people undertaking substantial exercise programs. Topic areas discussed include the roles of nutrition in optimising training and sports performance; body composition in relation to sport; provision of fluid, carbohydrate and fat for training, competition and post-exercise recovery; protein requirements for athletes in different sports; role of vitamins and minerals in exercise performance; and antioxidant supplements and sport.

646020 健身運動心理學專題研究 3 選 徐錦興、下

健身運動心理學專題研究為一進階課程，期能提供研究所學生對健身運動之心理相關議題與行為表現有更深一層之認識與了解，並能於課程中將理論應用於實務推廣層面。課程之內容除介紹健身運動心理學之各項理論與議題，並將包含部分健康心理學及競技心理學議題。

646020 Special Topics on Exercise 3 S C. H. Hsu, S
Psychology

The purpose of this course is to progress research abilities for students in the master's program on issues regarding exercise psychology. Students will have opportunities to learn and discuss the major issues on exercise psychology, moreover, to increase and perform on research project, and acquire practical experiences in the real setting. Course contents is included not only theories of exercise psychology, but also the major theories of health psychology and sports psychology.

646021 休閒遊憩方案規劃與設計 3 選 劉子利、上

本課程旨在培養學生休閒方案規劃之能力，作為未來職場之準備。再者，培養專業的休閒遊憩規劃人才，促進台灣休閒產業之發展。

**646021 Design and Planning of Leisure 3 S T. L. Liu, F
and Recreation Programs**

This course is designed to cultivate the abilities of leisure program planning for students to settle down their job in the future. This curriculum also trains the professional of leisure program planning to promote the development of leisure industries in Taiwan.

646022 戶外遊憩專題研究 3 選 吳崇旗、上

本課程目的希冀透過戶外遊憩議題、未來發展趨勢及管理策略的研讀與評析，提供後續研究構思的參考與基礎。

**646022 Special Topics on Outdoor 3 S C. C. Wu, F
Recreation**

The purpose of this course is to provide reference and foundation for future studies in outdoor recreation management through reading and criticizing readings about outdoor recreation, future trend and management strategies.

646023 休閒消費行為專題研究 3 選 巫昌陽、上

本課程主要目的介紹消費者行為理論基礎與培養學生搜集有關休閒消費行為資料，提出研究專討及討論解決方法，並訓練學生之表達能力及研究能力，進而更能掌握運動消費者。

**646023 Special Topics on The Study 3 S C. Y. Wu, F
of Recreation Consumer Behavior**

Course this main purpose recommend consumer behavior theoretical foundation relate to train students to collect the recreation consumer behavior materials, propose studying and demanding and discussing the solution specially, train students' ability to express and research ability, and then can master to sport consumers even more.

646024 運動觀光專題研究 3 選 劉照金、上

本課程主要目的在探討運動觀光之經營管理觀念。授課內容包括：探討運動觀光之理論、產業特性、關鍵成功因素、參與行為、設施服務規劃、經營管理、行銷規劃及運動觀光設施服務個案探討。

**646024 Special Topics on Sports 3 S C. C. Liu, F
Tourism**

The object of this course is to explore the concept of management regarding infrastructures of sport tourism. The contents of this course include the theory, business characteristic, critical factor, current situation, sport tourism behavior, plan, management, marketing and case study of infrastructures of sport in relation to tourism destination.

646025 運動防護專題研究 3 選 曹德弘、上

本課程旨在介紹預防運動傷害的中心概念、運動傷害判斷與評估、運動傷害正確處理與管理照顧程序。探討範疇有上肢與下肢的傷害和嚴重威脅生命的外傷。

646025 Special Topics on The Sport 3 S T. H. TSAO, F
Prevention Research Project

The object of class is to introduce the basic concepts of preventing athletic injuries, injury recognition and assessment, and care and treatment procedures for proper management of athletic injuries. The topics will include the injuries of upper and lower extremities and serious life-threat traumas.

646026 休閒與保健資訊科技 3 選 徐錦興、上
專題研究

資訊科技發展迅速，已經成為各學科領域在策略發展中不可或缺的工具。本課程之主要目的在提供資訊科技的入門介紹，其中包含網站管理與資料課設計之原理與實用技術。期透過本課程能教導研究所學生了解並應用資訊科技於休閒管理與健康促進等不同領域，以達到電子行銷、資料整合及實務管理的課程目的。

646026 Special Topics on Information 3 S C. H. Hsu, F
Technology of Health Promotion
and Leisure

This course intends to provide a comprehensive introduction to information technology theory and practical techniques while multimedia communications are becoming more powerful and convenient to reach. This course focuses on how information technology has influenced upon the modern management activities, and how to design a website with a database adopted information technology. The possessing ability of practical design on recreation management and health promotion is also required.

646027 身體活動評估學專題研究 3 選 陳敏弘、上

本課程旨在介紹並批判目前所經常使用的評估身體活動相關的方法。其授課內容包括各種評估方法的介紹、相關研究文獻導讀、各種評估方法之信度與效度的批判、各種評估方法的優缺點及適用性比較。並針對因身體活動所產生之生理數值，例如：心跳、能量消耗、攝氧量、活動模式等對於健康促進之影響，進行討論與實證性研究。

646027 Special Topics on The 3 S M. H. CHEN, F
Methodology of Physical Activity
Assessment

This course is designed to introduce and criticize the methods of assessing physical activity in nowadays. The content includes the introduction of various assessing methods, reviewing related worldwide literatures, criticizing the reality and validity of different assessing tools, and comparing the advantage and disadvantage of methods of the physical activity assessment. Furthermore, this course will probe into the physical index, for instance, heart rate, energy expenditure, oxygen consumption and active style, and execute empirical research to find out the influence of physical activity towards health promotion.

646028 運動休閒財務管理專題研究 3 選 吳崇旗、下、無

本課程以休閒與保健財務管理為主題，經由財務管理知識的研讀，瞭解財務管理的理論與實務，並提供未來在休閒與保健領域應用的能力。

**646028 Special Topics on Financial 3 S C. C. Wu ,S, none
Management for Recreation Sport
& Health Promotion**

The main topics of this course are financial management for recreation sport and health promotion. Through studying the knowledge about financial management in theory and practice, this course provides competence to apply in the field of recreation sport and health promotion.

646029 冒險治療與領導專題研究 3 選 吳崇旗、下

本課程是為「體驗與冒險教育研究」的進階課程，將更全面探究以企業訓練與弱勢族群為對象，介紹冒險治療與領導的現況、重要議題與未來趨勢，提供後續研究的概念。

**646029 Special Topics on The Study 3 S C. C. Wu, S
of Adventure Therapy and Leadership**

The Study of Experiential and Adventure EducationThe purpose of this course is to provide advanced studies in “Experiential and Adventure Education” with investigation into issues about adventure therapy and leadership aim at corporate training as well as disadvantaged groups to stimulate ideas for future researches.

646030 休閒產業政策研究 3 選 劉子利、下

本課程邀請產官界的專家來介紹與分析台灣當前相關的休閒產業政策，期能讓學生了解政策的利與弊以及它對休閒產業的發展有何影響。

**646030 Policies Study of Leisure 3 S T. L. Liu, S
Industries**

The curriculum invites the specialist and official to introduce and analyze the leisure industries policies in Taiwan for students so as to understand the advantages and shortage of policies and its influence.

646031 休閒經營診斷與分析 3 選 巫昌陽、下、無

本課程之目的在於介紹企業診斷方法，並配合實際參訪與個案分析以培養學生具備休閒產業經營分析及企業診斷的基本能力，並透過心得與實務應用例子報告，培養學生搜集有關人力資源管理資料，提出研究專討及討論解決方法，並訓練學生之研究能力與實用技巧。

**646031 Recreation Industries Diagnose 3 S C. Y. Wu, S, none
and Analyses**

The purpose of this course lies in recommending enterprises to diagnose the method, cooperate and join and visit analysing with the case that possesses performance analysis of recreation industry and basic ability which enterprises diagnose in order to train students actually, and use the example report through gains and practice, train students to collect the

relevant manpower resources management materials, propose studying and demanding and discussing the solution specially, train students' research ability and practical skill.

646032 社區健康營造專題研究 3 選 徐錦興、下

社區健康營造專題屬進階課程，旨在提供研究生有關社區健康營造之理論與實務。課程內容包含社區居民之運動及飲食行為、實務與政策等相關議題，以及目前政府公部門之執行現況及健康城市之未來展望。透過本課程，學生亦期能培養建構多樣之社區健康營造介入策略的能力

**646032 Special Topics on Healthy 3 S C. H. Hsu, S
Community Building**

This is an advanced course providing graduated students the opportunity to study a variety of issues on healthy community building, and different models and successful experiences of health community and health city as well. Course involves health behavior, practice, research, and policies regarding intervention at the community level. Students will have opportunities to explore and discuss current issues of exercise and diet, to develop and conduct a research project, and gain practical experiences in the real setting. Graduated students are also anticipated to build advance research abilities through this course.

**646033 特殊需求族群健康促進 3 選 陳敏弘、下
專題研究**

本課程旨在針對特殊群體之健康促進議題，進行相關議題之專題討論。其授課內容之特殊群體包括高齡者、身心障礙者、孕婦及其它俱有特殊需求者。授課內容包含各種特殊群體之需求評估、相關研究文獻導讀、各種特殊群體健康促進模式的建立方法的優缺點及適用性比較。

**646033 Special Topics on The Research 3 S M. H. CHEN, S
of the Health Promotion for the Special
Needed Group**

This course is designed to guide students to discuss the health promotion topic related to the special needed group. The content includes the assessment the requirement of the special needed group including aging, disable and pregnancy person, reviewing related worldwide literatures, and comparing the advantage and disadvantage of different health promotion models implementing for special needed group.

646034 休閒俱樂部專題研究 3 選 巫昌陽、下、無

本課程瞭解主要介紹國內外休閒俱樂部經營之發展概況及未來趨勢，瞭解休閒運動俱樂部之專業經營策略，並透過心得與實務應用例子報告，培養學生搜集有關俱樂部經營管理資料，提出研究專討及討論解決方法，並訓練學生之表達、研究能力與實用技巧。

**646034 Special Topics on The Study 3 S C. Y. Wu, S, none
of Recreation Club Management**

This course understands that introduces development overview and future trend that the domestic and international recreation club manages mainly. Find out about the professional

management tactics of the outdoor activity club, and use the example report through gains and practice, train students to collect the management and administration materials of relevant clubs, propose studying and demanding and discussing the solution specially, train students' expression, study ability and practical skill.