

## 南台科技大學 99 學年度第 1 學期課程資訊

課程名稱	文教事業經營管理
課程編碼	C0M14801
系所代碼	0C
開課班級	特殊抵免(碩博)
開課教師	未定
學分	3.0
時數	3
上課節次地點	
必選修	選修
課程概述	The goal of class is to improve students' knowledge in culture and educational management. This class emphasizes the management theories, the knowledge of culture and educational industries, and the ability for writing the proposal. In addition, through introduction, discussion and case study, students will not only learn whole concept of management theories, but also get to know how to start their own business.
課程目標	<ol style="list-style-type: none"> <li>1. Discuss the backgrounds and developments of culture and educational management.</li> <li>2. Study the management theories.</li> <li>3. Discuss the case of management and culture and educational industries.</li> <li>4. Writing business plan and proposal.</li> </ol>
課程大綱	<p>W01(02/25): Introductions; Review the syllabus and tentative class schedule</p> <p>W02(03/04): Introduction of culture and educational industries</p> <p>W03 (03/11): Review of products in culture and educational industries</p> <p>W04 (03/18): Review of marketing in culture and educational industries</p> <p>W05 (03/25): Consumer behaviors</p> <p>W06 (04/01): Marketing segment</p> <p>W07 (04/08): The needs and the price of culture and educational industries</p> <p>W08 (04/15): Marketing strategies of culture and educational industries</p> <p>W09 (04/22): Advertising strategies of culture and educational industries</p> <p style="padding-left: 40px;">Case presentation</p> <p>W10 (04/29): Promotional Plan</p> <p style="padding-left: 40px;">Case presentation</p> <p>W11 (05/06): The organization of the business</p> <p style="padding-left: 40px;">Case presentation</p> <p>W12 (05/13): Product and supply chain management</p> <p style="padding-left: 40px;">Case presentation</p>

	<p>W13 (05/20): Starting the business &amp; creating business plan</p> <p>W14 (05/27): Professional management and leadership</p> <p>W15 (06/03): Human resource management</p> <p>W16 (06/10): Operations and risk management</p> <p>W17 (06/17): Final business proposal presentation</p> <p>W18 (06/24): Final business proposal presentation</p> <p>W19 (07/01): Final</p>
英文大綱	<p>W01(02/25): Introductions; Review the syllabus and tentative class schedule</p> <p>W02(03/04): Introduction of culture and educational industries</p> <p>W03 (03/11): Review of products in culture and educational industries</p> <p>W04 (03/18): Review of marketing in culture and educational industries</p> <p>W05 (03/25): Consumer behaviors</p> <p>W06 (04/01): Marketing segment</p> <p>W07 (04/08): The needs and the price of culture and educational industries</p> <p>W08 (04/15): Marketing strategies of culture and educational industries</p> <p>W09 (04/22): Advertising strategies of culture and educational industries Case presentation</p> <p>W10 (04/29): Promotional Plan Case presentation</p> <p>W11 (05/06): The organization of the business Case presentation</p> <p>W12 (05/13): Product and supply chain management Case presentation</p> <p>W13 (05/20): Starting the business &amp; creating business plan</p> <p>W14 (05/27): Professional management and leadership</p> <p>W15 (06/03): Human resource management</p> <p>W16 (06/10): Operations and risk management</p> <p>W17 (06/17): Final business proposal presentation</p> <p>W18 (06/24): Final business proposal presentation</p> <p>W19 (07/01): Final</p>
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	
教學資源	
注意事項	

全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	