

南臺科技大學 105 學年度第 1 學期課程資訊

課程名稱	企業概論
課程編碼	65D00701
系所代碼	22
開課班級	四國際商務一甲 四國際金融一甲
開課教師	周德光 居俐
學分	3.0
時數	3
上課節次地點	四 2 3 4 教室 S510
必選修	必修
課程概述	<p>This course is an introduction to the many facets of the private enterprise system and of the businesses that operate within its framework. Your experience in this course will enable you to gain a better understanding of what business arena is all about, how a business operates and which business functions are needed in any business enterprise.</p> <p>The course will focus on business systems, workforce demographics, social responsibility, business ethics, forms of business organizations, entrepreneurship, small business and franchise systems, management processes, human resource management, marketing management, business finance, business decision-making, MIS and quantitative tools used in business, international business and the future dimensions of business opportunities in a global economy</p>
課程目標	
課程大綱	<ol style="list-style-type: none"> 1. 當代企業環境 2. 成功企業之開創與成長 3. 組織管理、領導、作業管理、員工激勵、人力資源管理 4. 行銷 5. 財務資源
英文大綱	<p>The course will cover the following important topics:</p> <p>Part 1: Today's Business Environment Ethics & Social Responsibility; Economics; Globalization</p> <p>Part 2: Starting & Growing a Successful Business Forms of Ownership ; The Entrepreneurial Spirit</p> <p>Part 3: Management Management & Leadership; The Effective Organization; Operations Management Motivating Employees ; Human Resource Management</p> <p>Part 4: Marketing</p>

	<p style="text-align: center;">Product & Pricing Strategies ; Distribution & Promotion Strategies Part 5: Financial Resources Accounting & Financial Statements; Financial Management; Securities Markets</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	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	