

南臺科技大學 106 學年度第 1 學期課程資訊

課程代碼	65D00701
課程中文名稱	企業概論
課程英文名稱	Introduction to Business
學分數	3.0
必選修	必修
開課班級	四國際商務一甲 四國際金融一甲
任課教師	周德光 居俐
上課教室(時間)	週四第 7 節(S516) 週四第 8 節(S516) 週四第 9 節(S516)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
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>
先修科目或預備能力	
課程學習目標與核心能力之對應	<p>※編號，中文課程學習目標，英文課程學習目標，對應系指標 -----</p> <p>1.能了解企業創立及運作本質的相關知識，To understand how a business is established and operated，1 國際商務知識 2.能應用相關知識，分析企業的經營作為，To learn relevant knowledge for analyzing a business's operation，9 實務技能 3.能與他人合作，來探討企業案例，Be able to cooperate with others to investigate business cases，7 整合協調溝通</p>

	4.能體認正確應用企業知識的重要性 , To appreciate the importance of correctly using business knowledge , 14 人文素養
中文課程大綱	<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/日文課程大綱	<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 Product & Pricing Strategies ; Distribution & Promotion Strategies</p> <p>Part 5: Financial Resources Accounting & Financial Statements; Financial Management; Securities Markets</p>
課程進度表	
教學方式與評量方法	<p>※課程學習目標 , 教學方式 , 評量方式</p> <p>-----</p> <p>能了解企業創立及運作本質的相關知識 , -- , --</p> <p>能應用相關知識 , 分析企業的經營作為 , -- , --</p> <p>能與他人合作 , 來探討企業案例 , -- , --</p> <p>能體認正確應用企業知識的重要性 , -- , --</p>
指定用書	
參考書籍	
教學軟體	
課程規範	