

## 南臺科技大學 107 學年度第 1 學期課程資訊

課程代碼	B0M04602
課程中文名稱	組織與領導
課程英文名稱	Organization and Leadership
學分數	3.0
必選修	必修
開課班級	碩研休閒一甲 碩研餐旅一甲
任課教師	陳慧玲
上課教室(時間)	週三第 2 節(T0609) 週三第 3 節(T0609) 週三第 4 節(T0609)
課程時數	3
實習時數	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	The main purpose of this course is to explore the functions and structure of our major service agencies, the issues confronting service managers, and the future directions to which service profession is moving. The principles of service management in terms of organizational behaviors and professional roles and their application in service industry are introduced in this course. The development and implications of management and marketing model in service agencies facing public policy is discussed. The course also addresses integral knowledge that will shape the professional preparation of students.
先修科目或預備能力	
課程學習目標與核心能力之對應	
中文課程大綱	<ol style="list-style-type: none"> <li>1. Learn the scope and current development of service industries.</li> <li>2. Develop the management knowledge of structures and organizations in service system.</li> <li>3. Understand the planning principles in providing services for the clientele considering the public policy development.</li> <li>4. Learn the various aspects of service management and leadership, including strategic planning principles, empowerment and management tactics , activity programming, education and promotion, policy and legal issues, risk management, and resource attainment strategy.</li> </ol>

	5. Focus on the preparation and establishment of managerial skills and abilities in future competition of employment markets.
英/日文課程大綱	
課程進度表	
教學方式與評量方法	
指定用書	
參考書籍	
教學軟體	
課程規範	