

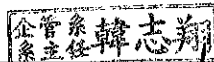
表二

103-1 系主任

**103 學年度 商 學院 英語授課課程大綱**

<b>課程名稱</b> Course Title <input checked="" type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文) 企業實務講座 (英文) Business Forum
<b>課程目標</b> Course Objectives	To make undergraduate students understand management practices through SIX lectures by top executives of well-known corporations in the world.
<b>課程大綱</b> Course Description	Six topics related to management practices, including strategic management, branding, marketing, human resources, etc.
<b>上課進度</b> Weekly Course Schedule	One lectures per week in general
<b>教學方式</b> Instructional Method	Lectures, video-related teaching, and discussions
<b>課程要求</b> Course Requirements	As evaluation
<b>評量方式</b> Evaluation	1. Attendance: 30% (1) 2 absence will make you FAIL this course (2) Late attendance over 10 minutes will be deducted from your scores (3) 4 late attendance equal 1 absence 2. Assignments: 40% (1) Submit a personal report for 1-2 pages after attending every lecture (2) Upload your report to E-Learning website (3) Deadline of submitting reports: WON'T accept ANY overdue papers Report Deadline. 3. Final Report: 30% (1) WON'T accept ANY overdue papers (2) Submitting deadline: Dec 5 (3) You may find a company with which you are familiar to discuss its management practices and issues you want to focus on, as well as address the solutions to its problems.
<b>教材及參考書目</b> Textbooks & Suggested Materials	Assigned readings

申請教師簽章：


 企管系 系主任 韓志翔

開課單位主管簽章：


 企管系 系主任 韓志翔