

103-2 大葉大學 完整版課綱

基本資料

課程名稱	文創產業經營與行銷管理實務	科目序號/代號	3269 / CCF1013
必選修/學分數	選修 /3	上課時段/地點	(一)1 /J110、(二)12 /J110
授課語言別	n.a.	成績型態	數字
任課教師 / 專兼任別	杜凱蕾 / 專任	畢業班/非畢業班	非畢業班
學制/系所/年班	大學日間部 / 文創產業國際人才學士學位學程 / 2年1班		

課程簡介與目標

This course has three major goals. First, students will become familiar with specific areas of management within the context of CCI industries. We will learn how marketing, distribution of goods and services, human resource management, and franchising work in specific types of businesses. Second, students will explore CCI industries through individualized presentations. Third, students will improve their English ability by studying relevant vocabulary and grammatical structures.

課程大綱

The course consists of an introduction, four content units, a student presentation, and a midterm and final exam. Each content unit will illustrate an area of management by focusing on a specific CCI industry. We will explore the content through lectures, classroom discussions, and presentations by industry experts. Each student will contribute to the exchange of ideas by presenting a CCI business of his/her choice. The exams will cover the English vocabulary and content used in class.

基本能力或先修課程

Course Assessment Information:

Checklist: Lecturing, Case study, Special report, Classroom Discussion

課程與系所基本素養及核心能力之關連

-  基本能力
-  專業能力
-  實踐能力
-  整合能力素養
-  精進成長素養
-  人際關係素養
-  國際視野素養

教學計畫表

系所核心能力	權重(%) 【A】	檢核能力指標(績效指 標)	教學策略	評量方法及配分 權重	核心能力 學習成績 【B】	期末學習 成績 【C=B*A 】
基本能力	20	1. Listening: To comprehend various contents and accents 2. Speaking: To achieve oral accuracy and fluency 3. Reading: To comprehend gist, details, implications in different contexts 4. Writing: To compose grammatically correct and comprehensible paragraphs 5. Translating: To develop knowledge and techniques of translation between Chinese and English			加總: 0	0
專業能力	20	1. Core Concepts: to understand the core concepts of the topics introduced. 2. Knowledge Application: to be able to apply the known in real situation 3. Reflection: to evaluate and to adjust for better results			加總: 0	0
實踐能力	20	1. Oral Presentation: to present ideas and thoughts in a well-structured form with modern technology 2. Composition: to compose academic papers according to required formats 3. Translation: to translate short stories, essays or newspapers 4. Communication: to			加總: 0	0

整合能力素養	10	<p>1. Integration: To develop, organise and manage issues from different perspectives</p> <p>2. Co-ordination: To accept different opinions and foster teamwork spirit</p> <p>3. Leadership: To lead and provide guidance</p>	加總: 0	0
精進成長素養	10	<p>1. Autonomy: To organise, plan and complete tasks independently</p> <p>2. Critical thinking: To form logical interpretation and criticism on different issues</p> <p>3. Self-esteem: To respect self and others</p>	加總: 0	0
人際關係素養	10	<p>1. Professional ethics: To equip well-rounded professional concepts and attitudes</p> <p>2. Humanistic concerns: To cultivate compassion, sympathy and empathy for others</p> <p>3. Interpersonal relationship: To practice interpersonal communication efficiently</p>	加總: 0	0
國際視野素養	10	<p>1. World vision: To recognise the importance of self to the world</p> <p>2. Global citizenship: To have compassion for the world</p> <p>3. International awareness: To be aware of and respect different cultures</p>	加總: 0	0

成績稽核

無

書籍類別 (尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書籍類別

書名

作者

尚無教材資料

上課進度

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