

103-2 大葉大學 選課版課綱

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	
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

