

100-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 管理學 | Serial No. / ID | 2194 / BAM1026 |
| Dept. | 企業管理學系 | School System / Class | 大學日間部1年2班 |
| Lecturer | 鄭焜中 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (四)256 / B302 | Language | Chinese |

Introduction

This is the basic and fundamental course of management. The way of teaching will be used text book and some case studies as the references. The course will teach base on the function of management that is planning, organization, leadership and control.

Outline

Weekly class as below:

1 Introduction, 2 Concept of management, 3 Environment of management & thinking, 4 Organization cultural & business ethics, 5 Fundamental of Decision, 6 Fundamental of Planning, 7 Review & Case study 8 Mid-Term EXAM, 9 Organization design, 10 Organization reform & innovation, 11 Theory of Motivation, 12 Leadership 13 Fundamental of Control, 14 Final presentation, 15 Final presentation, 16 Final presentation,

Prerequisite

This is the basic and fundamental course of management. The way of teaching will be used text book and some case studies as the references. The course will teach base on the function of management that is planning, organization, leadership and control.