

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	教育事業經營與管理專題	Serial No. / ID	2747 / GMN5016
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年8班
Lecturer	黃德祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(六)567 / B002	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1. To understand the definition and functions of management and operation in educational business. 2. To explore the theories and approaches of management and operation in educational business. 3. To be familiar with the cases of management and operation in educational business. 4. To apply the principles of management in educational business for improving the effectiveness of organizations.

Outline
<ol style="list-style-type: none"> 1. The definition and functions of management and operation in educational business. 2. The theories of management in educational business (I). 3. The theories of management in educational business (II). 4. The financial management and performance analysis. 5. The knowledge management and educational business. 6. The project management in educational business. 7. Service quality management in educational business. 8. The training and development in educational business. 9. Educational business and human resource management. 10. The interpersonal communication skills in educational business. 11. The marketing management and educational business. 12. Strategic management in educational business. 13. The related laws and regulations in educational business. 14. The consumer behavior analysis. 15. The social responsibility in educational business. 16. Cases analysis in educational business (I). 17. Cases analysis in educational business (II). 18. Comprehensive discussion.

Prerequisite
<ol style="list-style-type: none"> 1. Students are expected to have bases of education and management. 2. Students should have learning enthusiasm.