

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	休閒遊樂園管理	Serial No. / ID	2643 / RMM2052
Dept.	休閒事業管理學系	School System / Class	大學日間部2年1班
Lecturer	林淑芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(五)567 / B507	Language	Chinese

Introduction
a. Leisure innovation and service management of personnel training b. Enhanced in roots and global perspective of the leisure business personnel training c. Implementation of leisure theory and management practices of both the learning d. The corporate ethics and values to develop

Outline
The basic concept of theme park The conceptual design of the theme park a. Development assessment and planning of the theme park b. Theme park in the software construction c. The operation of theme parks d. Marketing and promotion of the theme park

Prerequisite
No