

# 101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	奧林匹克導論	Serial No. / ID	1622 / BSM2030
Dept.	運動事業管理學系	School System / Class	大學日間部1年1班
Lecturer	許立宏	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / B501	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1. Welcome;Olympism: Western Products or Dead Ideals?</li> <li>2. The Olympic Idea</li> <li>3. Ancient Olympic Games</li> <li>4. Modern Olympic Games</li> <li>5. British and Olympics</li> <li>6. Chinese Taipei Olympic Committee</li> <li>7. Paralympics</li> <li>8. mid-term exam 期中考週</li> <li>9. Olympic and the Mass Media</li> <li>10. Olympic and Marketing</li> <li>11. Economic and Enviromental impact of Olympic Games</li> <li>12. Ethics of Sport and Olympism</li> <li>13. Doping and Olympics</li> <li>14. Olympic Arts</li> <li>15. Olympic Education</li> <li>16. Case studies</li> <li>17. The future of the Olympic Movement</li> </ol> <p>Final exam 學期考週</p>

Outline
<ol style="list-style-type: none"> <li>1. Welcome;Olympism: Western Products or Dead Ideals?</li> <li>2. The Olympic Idea</li> <li>3. Ancient Olympic Games</li> <li>4. Modern Olympic Games</li> <li>5. British and Olympics</li> <li>6. Chinese Taipei Olympic Committee</li> <li>7. Paralympics</li> <li>8. mid-term exam 期中考週</li> <li>9. Olympic and the Mass Media</li> <li>10. Olympic and Marketing</li> </ol>

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  12. Ethics of Sport and Olympism
  13. Doping and Olympics
  14. Olympic Arts
  15. Olympic Education
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Prerequisite

N/A