

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	管理學	Serial No. / ID	1674 / TTB2001
Dept.	觀光旅遊學士學位學程	School System / Class	進修學士班1年1班
Lecturer	包冬意	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)ABC / B404	Language	Chinese

Introduction
Business management is one of the basic courses for the college of management and the college of tourism and hospitality. The goal of this course is to get students acquainted with the definition, elements, functions, and applications of management. In the course teaching, real-world cases will be provided to help students understand the contents of management and its real-world applications.

Outline
Chapter 1: Introduction, Chapter 2: Management and managers, Chapter 3: Managerial theories and t h e i r evolution, Chapeter 4: Business environment, Chapter 5: Business ethics and social liability, Chapter 6: The concept of organizations and their design, Chapter 7: 。 。 。

Prerequisite
N.A.