

## 97-2 大葉大學 選課版課綱

### 基本資訊

課程名稱	文化產業經營與管理	科目序號 / 代號	2762 / DAN2405
開課系所	設計暨藝術學院碩士在職專班	學制 / 班級	碩士在職專班1年1班
任課教師	陳朝興	專兼任別	兼任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(一)ABC / G402	授課語言別	中文

### 課程簡介

本課程主要目的在於提供文化產業相關理論、經營及管理的內容及技術，同時透過實例的檢驗瞭解各國不同策略的實踐。同時透過文化產業理論的介紹及實例辨證，試圖使研究生瞭解台灣文化產業現行的狀態及其變遷的過程，這些案例的經營與管理的差異及運用的方法，將有助於瞭解文化產業的實踐及策略。

The purpose of this course is to review and critically discuss the management and practice on cultural industry and their related theories as they apply to understanding and creating good skill. We will examine both actual practices and literature reviews. We will also examine particular theories and general classes of theories.

An important objective of this course is to provide the knowledge and dialogue for an graduate student of the design school to understand the shifting and nature of the cultural industry and its existing practices. Furthermore, it also provides the skills' practice of these methods. We will discuss the examples, applications, and related theories to link their final results.

This course is about management skill of cultural industry and related theories. It includes the content and the developmental history of cultural industry. We will examine several examples of regional practices and their strategies. Furthermore, we will also introduce the management skill of practice and their related theories. Both practices' examination and theories are to intend explicitly to link and help us understand or explain the connections between the new concept of cultural industry and the management of practice.

### 課程大綱

如下表

### 基本能力或先修課程

無