

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10年

課程名稱 Course Title	(中文) 企業實務講座 (英文) Business Forum			
授課教師 Instructor	韓志翔老師	開課單位 Departments	企管系	
學分數 Credit(s)	1	修課對象 Target Students	大三、大四	
課程目標 Course Objectives	To make undergraduate students understand management practices through four lectures by top executives of well-known corporations in the world.			
課程大綱 Course Description	Four topics related to management practices, including strategic management ,branding, marketing, business management in consumer, etc.			
上課進度 Weekly Course Schedule	Date	Time	Lecturer	Lecture Topic
	2.20 (Wed.)	1:10-4:00pm	First class-Introduction	
	3.6 (Wed.)	1:10-4:00pm	周信宏 Tony Chou Head of IT Business Samsung Electronics Taiwan Co., LTD.	1. Organization and people deployment in PC industry 2. Business management in Consumer and Commercial market
	4.10 (Wed.)	1:10-4:00pm	陳永昌顧問 Vincent Chen Country Manager & Director Motorola Solutions Taiwan LTD.	Knowledge Management Case Study – Customer Care with Outside-in Approach
	4.24 (Wed.)	1:10-4:00pm	張若瑩董事長 Wendy Chang	Branding Marketing & Licensing Business
	5.8 (Wed.)	1:10-4:00pm	陳淑芬總經理 Midee Chen General Manager PepsiCO Foods Taiwan	Successful Brand Activity Sharing – Lay's cheer Taiwan up

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			CO., LTD.		
教學方式 Instructional Method	Lectures per week in general				
課程要求 Course Requirements	Attendance:30% Participation:30% Reports:40%				
評量方式 Evaluation	Grading system via forced distribution				
教材及參考書目 Textbooks & Suggested Materials	Assigned readings				
課程相關 連結網址 Course Website	Management-related video learning material on Youtube Related materials on Google and Google Scholar				