

[送至列表機](#)[回上一頁](#)

真理大學

課程大綱

部別：大學日間部

一〇二學年度第二學期

列印日期：2014/01/07

科目名稱：兒童美語教務經營管理	開課班級：日英文四合	學分：2.00	授課時數：2
授課教師：蘇淑卿	科目英文名稱：Schools Operating Practices		

教學目標(中文)

本課程以實踐教學活動，來幫助提高學生自己的教學技能，積累教學經驗，畢業後裝備自己的教學能力以提早預備職業生涯規劃的方式，省去了探索的過程。培養學生貢獻自己的專長，服務或運行補習班。學生將培養學生的知識，在教育管理，管理理論，寫商業計劃書的能力。藉以課堂上的介紹，討論和案例研究，學生將學習管理理論的整體概念，並了解如何開始自己的生意

教學目標(英文)

Students with the practical teaching activities to help improve their own teaching skills, accumulated teaching experience, and pave the way for career planning after graduation early equipment of their own teaching ability, eliminating the process of exploration. To train students contribute their expertise to serve or to run a cram school. Students will develop students' knowledge in educational management, management theories, and the ability for writing the business plan and proposal. Class introduction, discussions and case studies, students will learn whole concept of management theories and get to know how to start their own business.

成績評定

報告30%
期中報告30%
期末報告30%
出席10%

授課方式

電腦教學
口頭授課
報告
小組討論

無教科書資料。

無參考書資料。

教學進度表

序	週次	內容	備註
1	1	Introductions; Review the syllabus and class schedule	
2	2	Introduction of educational institutions' culture	
3	3	Researching the marketing of educational institutions (group discussion)	
4	4	Researching the marketing of educational institutions (group discussion)	
5	5	Behaviors of students and students' parents	
6	6	The needs and the price of culture and educational institutions	

7	7	Marketing strategies of culture and educational institutions		
8	8	Midterm	Turn in report	
9	9	Advertising strategies of culture and educational institutions Promotional Plan		
10	10	The organization of the business		
11	11	Product and supply chain management		
12	12	Starting the business & creating business plan		
13	13	Professional management and leadership		
14	14	Human resource management & Operations and risk management		
15	15	Case presentation		
16	16	Case presentation		
17	17	Case presentation		
18	18	Final exam	Turn in report	
無教育目標。				
無基本素養(核心能力)。				
教師基本資料				
E-mail	教學網站	電話(公)	辦公室時間	地點
sshucin@yahoo.com	http://au5322.epage.au.edu.tw/	02-26212121#2107		office
備註				