

✓ Fall

Spring

Kainan University

Department of

Course Schedule

| CRN                             | Course title   | Instructor           | Subject  | grade        | Credits | Hours per week |
|---------------------------------|--|----------------------|--|--------------|---------|----------------|
| 100010521                       | Chinese : 企業概論   | Huang, Kuang-Chung   | <input type="checkbox"/> required<br><input type="checkbox"/> elective | 1 年<br>IHP 班 | 3       | 3              |
|                                 | English :<br>Business Essentials   | Course prerequisites | None   |              |         |                |
| Teaching goal and content       | The aim of the course is to provide students with a basic understanding of the fundamentals of Business. It will examines the theories, practices, and processes of management and organizational behavior. Emphasizes applications of theory to practice and learning from experiential activities. |                      |  |              |         |                |
| Teaching Methods                | ✓ Lecture ◦ <input type="checkbox"/> practical training ◦ ✓ discussion ◦<br>✓ question-and-answer ◦ ✓ others ( Case Study ) ◦  |                      |  |              |         |                |
| Grading and evaluation criteria | midterm 30% ◦ final 40% ◦ Class participation 30% ◦<br>others ( ) grade <input type="checkbox"/> <input type="checkbox"/> % ◦  |                      |  |              |         |                |
| Textbooks                       | (Author ◦ Title ◦ edition ◦ publisher ◦ publishing place ◦ publishing year ◦ from page to page in sequence) ◦  |                      |  |              |         |                |
|                                 | Fry, Stoner & Hattwick, Business: An Integrative Framework( 2003 ), 3 <sup>rd</sup> ed. McGraw -Hill   |                      |  |              |         |                |

**Subject introduction (including outline and course schedule) :**

This overview course is designed to expose business majors to salient dimensions of the business activity of both local and international firms. Topics include the nature of Business, the path toward a successful Business, understanding stakeholder expectations and ethical responsibilities, the impact of economic forces, the impact of globalization, the impact of legal and regulatory forces thinking strategically about the business operation providing value through quality products and services enhancing value through effective marketing communication, integrating activities and encouraging commitment, using technology in a competitive environment, measuring performance, promoting change and renewal. There are six cases. The allocation of cases to groups is by lottery. Each group need to write a report (below 2000 words) to answer question in their cases.

**Instruction :**

1. The teacher fills in this form before the semester beginning. After verified by the curriculum committee, this form should be copied to give to the conveners who is belong to the same department, the department which the class is belong to, and the office of curriculum planning. Besides, the teacher explains this syllabus to students at the beginning of a semester.
2. This form is approved by the curriculum committee at the forth time on April 23<sup>rd</sup>, 2002

Convener of the curriculum committee :

Teacher : Huang, Kuang-Chung

課務組  
辦事員 郭惠姍

課務組  
96.9.14  
收文章