



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 管理學 Business Management

Credit : 3

Course Hours : 3

※ 「 Please be aware of the copyright law 」 and 「 Do not make copies illegally 」 ※	
Teaching Purpose	This course is an introduction to the concepts and language of Management and also to prepare you with leadership skills for your first management position
Course Content	The course will cover the main areas and language of Management through the use of lectures, pair work, and group activities. There will be written and oral reports
※ 「 Please be aware of the copyright law 」 and 「 Do not make copies illegally 」 ※	