

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	0948 / BAM4105
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)234 / B301	Language	Chinese

Introduction
To understand International Business

Outline
International trade theory FDI Global strategy International marketing management International financial management

Prerequisite
Management