

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	大陸與東南亞經營管理	Serial No. / ID	1023 / IBM4054
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	楊豐華	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)234 / B403	Language	Chinese

Introduction
<p>This course introduces the theory of business ethics and important international business ethics issues. Students will learn to set up a good business ethics strategy and to solve the business ethics problem.</p> <p>This course emphasizes society quotient (SQ) that includes problem-solving, communication, ethics and profession. This course uses lecture to strengthen students ' professional knowledge ability and case study to improve students ' probing ability. This course also improves students ' social intelligence ability by upgrading team cohesion and listening presentation from others. The international business ethics is emphasized in this course.</p>

Outline
<p>1 : Introduction</p> <p>2 : Economics and Trade in Taiwan and China</p> <p>3 : Environment Analysis</p> <p>4 : Investment and Management Strategy</p> <p>5 : Industrial Demand of China</p> <p>6 : Analysis of HR in China</p> <p>7 : Analysis of HR and Ethics in China</p> <p>9 : Recruitment of HR in China, Marketing in China</p> <p>10 : Acquire Assessment in Chin, Leadership in China</p> <p>11 : Influence of Economics and Trade</p> <p>12 : Economic Strategy of Taiwan</p> <p>13 : Case Study 1</p> <p>14 : Case Study2</p> <p>15 : Case Study 3</p> <p>16 : Case Study 4</p> <p>17 : Case Study5</p>

Prerequisite
management