

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業概論	Serial No. / ID	2605 / BAB1014
Dept.	企業管理學系	School System / Class	進修學士班1年1班
Lecturer	曾耀煌	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)BCD / B303	Language	Chinese

Introduction
This course is designed to provide students a basic understanding of enterprise management, the students with insights into business management expertise and innovative capacity, and train students to teamwork and communication skills through case study, the knowledge of social responsibility ofhave also been recognize.

Outline
Business Studies introduces six basic functions: marketing, production, human resources, finance, information and research and development, and discuss the form of business, the environment and other issues. A combination of business functions and management functions, the full contents of the Business Studies.

Prerequisite
Management Calculus