

# 100-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 國際企業管理        | Serial No. / ID       | 2678 / IBB1027 |
| Dept.             | 國際企業管理學系      | School System / Class | 進修學士班1年1班      |
| Lecturer          | 謝文隆           | Full or Part-time     | 兼任             |
| Required / Credit | Required / 3  | Graduate Class        | No             |
| Time / Place      | (二)CDE / B302 | Language              | Chinese        |

| Introduction  |
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| Leading students to understand international business management knowledge and understanding related business management operational skills.<br>1. Leading students to understand the function of international business management and the reason why we need to learn the course of international business management.<br>2. An overview the international business management.<br>3. Learning the skills of international business management. |

| Outline   |
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| 1. Introduction on international business management<br>2. Culture<br>3. International trade<br>4. Government policy and economic<br>5. Global economic<br>6. International money market<br>7. International capital market<br>8. International business management<br>10. Entry mode and strategy<br>11. Foreign direct investment<br>12. Own ship of international business<br>13. International business strategy<br>14. Global manufactory<br>15. Global marketing<br>16. Innovation<br>17. International HR management |

| Prerequisite  |
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| The student should have a basic concept of management, economics, international market etc. |