

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	全球產業競爭分析	Serial No. / ID	1157 / IBM3083
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / B302	Language	Chinese

Introduction
1.Introduction to Global competitive situation of Major Industries 2.Understanding the methods of industry competitive analysis 3.Explore key strategies of Industry competition 4.Course content include:A.SCEP B.Educational objectives of IBM

Outline
1.introductionof global industry competition 2.introductionof global industry competition 3.introductionof industry category 4.theory of industry development 5.the characteristics of analysis in industry competition 6.the purpose of analysis in industry competition 7.the methods of analysis in industry competition 8.the methods of analysis in industry competition 9.mid-term test 10.the strategies of analysis in industry competition 11.the strategies of analysis in industry competition 12.case study 13.case study 14.case study 15.case study 16.case study 17.case study 18.final-term test

Prerequisite
