

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創意設計與營運管理	Serial No. / ID	3057 / BAM3083
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	Optinal / 2	Graduate Class	No
Time / Place	(六)56 / B307	Language	Chinese

Introduction
This course combines management and creative design into one interesting class. the purpose is help students to use creativities to start and manage a business.

Outline
Management Marketing Business plan writing Business Model Case study Innovation

Prerequisite
none