

101-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 企業概論 | Serial No. / ID | 1041 / BAM1027 |
| Dept. | 企業管理學系 | School System / Class | 大學日間部1年1班 |
| Lecturer | 鄭焜中 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (三)234 / B309 | Language | Chinese |

| Introduction | |
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| <p>This is the basic and fundamental course of concept of Business management. The way of teaching will be used text book and some case studies as teaching references. The course will teach base on the function of business management that is production, marketing, human resource management, research & development and finance.</p> | |

| Outline | |
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| <p>Weekly class as below:</p> <p>1 Introduction, 2 Business essence, 3 Business environment, 4 Business ethics and responsibility, 5 Business ownership & governance, 6 Entrepreneurship, 7 Intension of management, 8 Manufacture & operation management, 9 Mid-Term, 10 Marketing management, 11 Video watch & case study, 12 Human Resource management, 13, Finance management, 14 Information & internet, 15 Video watch & case study, 16 Review, 17 Final presentation, 18 Final presentation</p> | |

| Prerequisite | |
|---|--|
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