

# 101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業概論	Serial No. / ID	1046 / BAM1027
Dept.	企業管理學系	School System / Class	大學日間部1年2班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)89A / B502	Language	Chinese

## Introduction

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.

## Outline

Weekly class as below:

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

## Prerequisite

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