

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	全球產業分析專題	Serial No. / ID	2602 / GMN5519
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年9班
Lecturer	曾耀煌	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(日)BCD / B305	Language	Chinese

Introduction
Based on the educational objective of this course, the main target is to train students professional competence of global industrial analysis. By through classroom lectures, it is to convey the expertise of industrial analysis and ethical knowledge. Each chapter jobs and industry case analysis in curriculum planning.is to cultivate the student ability to solve the problem. Each chapter operating results and case study reports will train students ability to communicate by classroom discussion, written report and oral report presentation.

Outline
Introduction Analysis within Industry Analysis between Industrys Industry Evolution Strategic Action

Prerequisite
marketing management