

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	1194 / IBM2016
Dept.	國際企業管理學系	School System / Class	大學日間部2年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)234 / B309	Language	Chinese

## Introduction

The main objective of this course will be to provide the students a general understanding of the theory of international business and its activities.

This course uses lecture to strengthen students' professional knowledge ability and case study to improve students' probing ability. This course also improves students' social intelligence ability by upgrading team cohesion and listening presentation from others. The business ethics is emphasized in this course.

## Outline

Each week trains some component of SQ:

1. 2 : Chapter 1 Introduction: What Is International Business ? SCP
- 3 : Chapter 2 Globalization of Markets and the Internationalization of the Firm SCP
- 4 : Chapter 3 Organizational Participants that Make International Business Happen SCP
- 5 : Chapter 5 The Cultural Environment of International Business SCP
- 6 : Chapter 8 Regional Economic Integration SCP
- 7 : Chapter 9 Understanding Emerging Markets SCP
- 8 : Chapter 9 Understanding Emerging Markets SCP
- 10 : Chapter 11 Global Strategy and Organization SCP
- 11 : Chapter 12 Global Market Opportunity Assessment , Group 1& 2 Report SCP
- 12 : Chapter 14 Foreign Direct Investment and Collaborative Ventures SCP
- 13 : Chapter 15 Licensing, Franchising, and Other Contractual Strategies , Group 3&4 Report SCP
- 14 : Chapter 16 Global Sourcing and Business Ethics SCEP
- 15 : Chapter 16 Global Sourcing and Business Ethics , Group 5 & 6 Report SCEP
- 16 : Group 7 &8 Report SC
- 17 : Group 9 &10 Report SC
- 18 : Group 11 &12 Report SC

## Prerequisite

Management