

# 102-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 國際企業管理        | Serial No. / ID       | 2311 / BAM4105 |
| Dept.             | 企業管理學系        | School System / Class | 大學日間部3年2班      |
| Lecturer          | 葉忠興           | Full or Part-time     | 專任             |
| Required / Credit | Required / 3  | Graduate Class        | No             |
| Time / Place      | (四)567 / B303 | Language              | Chinese        |

| Introduction                         |  |
|--------------------------------------|--|
| To understand International Business |  |

| Outline  |  |
|--|--|
| International trade theory<br>FDI<br>Global strategy<br>International marketing management<br>International financial management |  |

| Prerequisite |  |
|--------------|--|
| Management   |  |