

103-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	世界文化創意產業個案研究系	Serial No. / ID	2417 / CCF1005
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	禮聘T	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)1 / (五)12 /	Language	Chinese

Introduction
<p>Course description:</p> <p>The course CCI Case Studies will be a case study of major European cities, as a way of developing the students' ongoing communication skills, both written, and oral, and will concentrate on not only the cultural aspects, but major businesses and corporations that anchor each local economy. The students will be assigned several group projects that will replicate the presentations given by the Teacher; assignments concerning smaller, but critical cities to the overview of selected European countries. They will also be given written assignments, and quizzes.</p> <p>Course curriculum:</p> <p>The course will bring together the aesthetic values, as well as the economic impact, and challenges each major city faces, in industry, and possible political ramifications of current events. Major cities, over an 18 week period will be drawn from the following countries:</p> <ol style="list-style-type: none"> 1. Germany 2. France 3. Italy 4. Spain 5. UK 6. Netherlands 7. Switzerland 8. Belgium 9. Austria 10. Scandinavia

Outline
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Prerequisite

基礎英語