

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	0935 / BAM4105
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)56 / B301 (三)2 / B301	Language	Chinese

Introduction	
To understand International Business	

Outline	
International trade theory FDI Global strategy International marketing management International financial management	

Prerequisite	
Management	