

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	大陸與東南亞經營管理	Serial No. / ID	1957 / IBM4054
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	楊豐華	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(三)12 / B201 (四)1 / B201	Language	Chinese

Introduction
<p>This course introduces the theory of business ethics and important international business ethics issues. Students will learn to set up a good business ethics strategy and to solve the business ethics problem.</p> <p>This course emphasizes society quotient (SQ) that includes problem-solving, communication, ethics and profession. 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 international business ethics is emphasized in this course.</p>

Outline
<ul style="list-style-type: none"> 1 : Introduction 2 : Economics and Trade in Taiwan and China 3 : Environment Analysis 4 : Investment and Management Strategy 5 : Industrial Demand of China 6 : Analysis of HR in China 7 : Analysis of HR and Ethics in China 9 : Recruitment of HR in China, Marketing in China 10 : Acquire Assessment in Chin, Leadership in China 11 : Influence of Economics and Trade 12 : Economic Strategy of Taiwan 13 : Case Study 1 14 : Case Study2 15 : Case Study 3 16 : Case Study 4 17 : Case Study5

Prerequisite
management