

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際化危機管理研討	Serial No. / ID	2020 / IBM3085
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)34 / B504 (四)9 / B504	Language	Chinese

Introduction
(1)Building crisis concept and anxious sense (2)Understanding the relation of Business and Crisis Management (3)To foster method and ability of Crisis Management (4)\Case study

Outline
1.the role and importance of crisis management 2.the definition of crisis 3.type of crisis 4.characteristics of crisis 5.the steps of crisis management 6.crisis management and media 7.planning for a crisis 8.13 DAYS (movie) 9.mid-term test 10.case study 1 11.case study 2 12.case study 3 13.case study 4 14.case study 5 15.case study 6 16.case study 7 17.case study 7 18.final-term test

Prerequisite
management of international business & marketing management