

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際比較管理	Serial No. / ID	2700 / GMN5513
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	楊豐華	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(二)ABC / B303	Language	Chinese

Introduction

This course introduces international and comparative management. Students will learn the comparative management knowledge about international human resource, international marketing etc.

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.

Outline

- 1 : Introduction of ICM
- 2 : Research Method of ICM
- 3 : Case Study 1(Part1)Perceptions of Internal Marketing, Job Satisfaction and Service-Oriented Organizational Citizenship Behavior ? Comparison of Domestic and Foreign Insurance Enterprises
- 4 : Case Study(Part2)Perceptions of Internal Marketing, Job Satisfaction and Service-Oriented Organizational Citizenship Behavior ? Comparison of Domestic and Foreign Insurance Enterprises
- 5 : Group 1 Employee Work Attitudes and Management Practice in the U. S. and Japan: Evidence from a Large Comparative Survey.
- 6 : Group 2 Can American Management Concepts Work in Russia? A Cross-cultural Comparative Study.
- 7 : Group3 Employee Work Attitudes and Management Practice in the U. S. and Japan: Evidence from a Large Comparative Survey.
- 8 : Mid-term Exam
- 9 : Group4 Customer Relationship Management: A Comparative Analysis of Family and Nonfamily Business Practices.
- 10 : Group5 T The Comparative Management Theory Jungle.
- 11 : Group1 “ Culture ” And Other Explanatory Variables In Comparative Management Studies.
- 12 : Comparative Management and Organization Theory: A Marriage Needed.
- 13 : Group3 The Role of Culture in Comparative Management: A Cross-Cultural Perspective.
- 14 : Group4 Towards an Asian model of human resource management? A comparative analysis of China, Japan and South Korea.
- 15 : Group5 Individual Power Distance Orientation And Follower Reactions To Transformational Leaders: A Cross-Level, Cross-Cultural Examination.
- 16 : Case 2 Ethical Structures and Processes of Corporations Operating in Australia, Canada, and Sweden: A Longitudinal and Cross-Cultural Study.

Prerequisite

Management