

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業概論	Serial No. / ID	2727 / IBB1013
Dept.	國際企業管理學系	School System / Class	進修學士班1年1班
Lecturer	蔡雨利	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(五)ABC / B402	Language	Chinese

Introduction
<p>The main objective of this course will be to provide the students a general understanding of the theory of international business and its activities.</p> <p>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 business ethics is emphasized in this course.</p>

Outline
<p>Each week trains some component of SQ:</p> <p>1. 2 : Chapter 1 Introduction: What Is International Business ? SCP</p> <p>3 : Chapter 2 Globalization of Markets and the Internationalization of the Firm SCP</p> <p>4 : Chapter 3 Organizational Participants that Make International Business Happen SCP</p> <p>5 : Chapter 5 The Cultural Environment of International Business SCP</p> <p>6 : Chapter 8 Regional Economic Integration SCP</p> <p>7 : Chapter 9 Understanding Emerging Markets SCP</p> <p>8 : Chapter 9 Understanding Emerging Markets SCP</p> <p>10 : Chapter 11 Global Strategy and Organization SCP</p> <p>11 : Chapter 12 Global Market Opportunity Assessment , Group 1&amp; 2 Report SCP</p> <p>12 : Chapter 14 Foreign Direct Investment and Collaborative Ventures SCP</p> <p>13 : Chapter 15 Licensing, Franchising, and Other Contractual Strategies , Group 3&amp;4 Report SCP</p> <p>14 : Chapter 16 Global Sourcing and Business Ethics SCEP</p> <p>15 : Chapter 16 Global Sourcing and Business Ethics , Group 5 &amp; 6 Report SCEP</p> <p>16 : Group 7 &amp;8 Report SC</p> <p>17 : Group 9 &amp;10 Report SC</p> <p>18 : Group 11 &amp;12 Report SC</p>

Prerequisite
Management