

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	0652 / IBR5005
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	楊豐華	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)567 / J119	Language	English

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>1 : Chapter 1 Globalization and international business</p> <p>2 : Chapter2 The cultural environments facing business</p> <p>3 : Chapter3 The Political and legal environments facing business</p> <p>4 : Chapter 4 The economic environment</p> <p>5 : Case study A& B</p> <p>6 : Chapter 5 Globalization and society</p> <p>7 : Case study C</p> <p>8 : Chapter 8 Cross-national cooperation and agreements</p> <p>9 : Mid-term Exam</p> <p>10 : Chapter 11 The strategy of international business</p> <p>11 : Chapter 12 Country evaluation and selection</p> <p>12 : Case study D & E</p> <p>13 : Chapter 14 Direct investment and collaborative strategies</p> <p>14 : Chapter 15 The organization of international business</p> <p>15 : Journal paper study1</p> <p>16 : Chapter 16 Marketing globally, Journal paper study2</p> <p>17 : Chapter 20 Human resource management and business ethics</p> <p>18 : Final Exam</p>

Prerequisite
management