

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際通路管理	Serial No. / ID	0654 / IBR5082
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	封德台	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)234 / J119	Language	Chinese

Introduction

Integrating practical: the ability able to show relevant knowledge, skills and attitudes, and can effectively accomplish the requirements of a given task.

International perspective: the ability to perceive cultural differences and to appreciate cultures of different countries for understanding how these affect individual behavior, attitudes and communication.

Creative Thinking: able to think innovatively to identify a problem and analyze the solution.

Outline

The object of this course is to help students to have the capability to become an efficient management in today ' s global environment.

Prerequisite

Managerial knowledge: to foster basic business knowledge and have a basic understanding of information control and logic for students. Leading students possess capabilities for basic integration and planning.

Social Ethics: Understanding of professio