

# 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	中小企業管理實務	Serial No. / ID	2360 / BAM4032
Dept.	企業管理學系	School System / Class	大學日間部3年2班
Lecturer	莊銘洲	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(五)567 / B302	Language	Chinese

## Introduction

Small & Medium Enterprise Management studies to integrate the theory and practice of Business Management into small and medium enterprise by analysis the real case and team work discussion. Students will learn to apply these knowledge to operate business and improve their ability of competitive.

## Outline

1. The introduce of Business Management in Practice
2. The Planning Management of business management in practice
3. The Research & Development of business management in practice
4. The Production Management of business management in practice
5. The Quality Management of business management in practice
6. The Value Chain Management of business management in practice
7. The Marketing Management of business management in practice
8. The Service Management of business management in practice
9. The Human Resource Management of business management in practice
10. The Information Management of business management in practice
11. The Finance Management of business management in practice
12. The Public Relationship Management of business management in practice

## Prerequisite

Business Management and other Adminiatration related