

## 98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	全球產業競爭分析	Serial No. / ID	0901 / IBM3083
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(二)9 / B503 (四)56 / B503	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1.Introduction to Global competitive situation of Major Industries</li> <li>2.Understanding the methods of industry competitive analysis</li> <li>3.Explore key strategies of Industry competition</li> <li>4.Course content include:A.SCEP B.Educational objectives of IBM</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1.introductionof global industry competition</li> <li>2.introductionof global industry competition</li> <li>3.introductionof industry category</li> <li>4.theory of industry development</li> <li>5.the characteristics of analysis in industry competition</li> <li>6.the purpose of analysis in industry competition</li> <li>7.the methods of analysis in industry competition</li> <li>8.the methods of analysis in industry competition</li> <li>9.mid-term test</li> <li>10.the strategies of analysis in industry competition</li> <li>11.the strategies of analysis in industry competition</li> <li>12.case study</li> <li>13.case study</li> <li>14.case study</li> <li>15.case study</li> <li>16.case study</li> <li>17.case study</li> <li>18.final-term test</li> </ol>

Prerequisite

