

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	1839 / BAM4105
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)56 / B307 (四)3 / B307	Language	Chinese

Introduction	
To understand International Business	

Outline	
International trade theory FDI Global strategy International marketing management International financial management	

Prerequisite	
Management	