

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際比較管理	Serial No. / ID	1951 / IBR5029
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	楊豐華	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)567 / J119	Language	Chinese

Introduction
<p>This course introduces international and comparative management. Students will learn the comparative management knowledge about international human resource, international marketing etc.</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 international business ethics is emphasized in this course.</p>

Outline
<p>1 : Introduction of ICM</p> <p>2 : Research Method of ICM</p> <p>3 : Case Study 1(Part1)Perceptions of Internal Marketing, Job Satisfaction and Service-Oriented Organizational Citizenship Behavior ? Comparison of Domestic and Foreign Insurance Enterprises</p> <p>4 : Case Study(Part2)Perceptions of Internal Marketing, Job Satisfaction and Service-Oriented Organizational Citizenship Behavior ? Comparison of Domestic and Foreign Insurance Enterprises</p> <p>5 : Group 1 Employee Work Attitudes and Management Practice in the U. S. and Japan: Evidence from a Large Comparative Survey.</p> <p>6 : Group 2 Can American Management Concepts Work in Russia? A Cross-cultural Comparative Study.</p> <p>7 : Group3 Employee Work Attitudes and Management Practice in the U. S. and Japan: Evidence from a Large Comparative Survey.</p> <p>8 : Mid-term Exam</p> <p>9 : Group4 Customer Relationship Management: A Comparative Analysis of Family and Nonfamily Business Practices.</p> <p>10 : Group5 T The Comparative Management Theory Jungle.</p> <p>11 : Group1 “ Culture ” And Other Explanatory Variables In Comparative Management Studies.</p> <p>12 : Comparative Management and Organization Theory: A Marriage Needed.</p> <p>13 : Group3 The Role of Culture in Comparative Management: A Cross-Cultural Perspective.</p> <p>14 : Group4 Towards an Asian model of human resource management? A comparative analysis of China, Japan and South Korea.</p> <p>15 : Group5 Individual Power Distance Orientation And Follower Reactions To Transformational Leaders: A Cross-Level, Cross-Cultural Examination.</p> <p>16 : Case 2 Ethical Structures and Processes of Corporations Operating in Australia, Canada, and Sweden: A Longitudinal and Cross-Cultural Study.</p>

Prerequisite

Management