

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	中小企業管理實務	Serial No. / ID	0972 / 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)34N / 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
<ol style="list-style-type: none">1. The introduce of Business Management in Practice2. The Planning Management of business management in practice3. The Research & Development of business management in practice4. The Production Management of business management in practice5. The Quality Management of business management in practice6. The Value Chain Management of business management in practice7. The Marketing Management of business management in practice8. The Service Management of business management in practice9. The Human Resource Management of business management in practice10. The Information Management of business management in practice11. The Finance Management of business management in practice12. The Public Relationship Management of business management in practice

Prerequisite
Business Management and other Adminiatration related