

# 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際化服務業管理	Serial No. / ID	1695 / IBM4092
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	蔡翠旭	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)9 / B402 (四)34 / B409	Language	Chinese

Introduction
To learn about the international service industrial management.

Outline
intentionalservice industrial international service marketing value chain intergrating marketing international strategical marketign substaincial completive advantage

Prerequisite
marketing management