

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷與促銷	Serial No. / ID	2834 / IBM3088
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	李淑茹	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)ABC / B401	Language	Chinese

Introduction

Integrating practical: the ability able to show relevant knowledge, skills and attitudes, and can effectively accomplish the requirements of a given task.

International perspective: the ability to perceive cultural differences and to appreciate cultures of different countries for understanding how these affect individual behavior, attitudes and communication.

Creative Thinking: able to think innovatively to identify a problem and analyze the solution.

Outline

The object of this course is to help students to have the capability to become an efficient management in today ' s global environment.

Prerequisite

Managerial knowledge: to foster basic business knowledge and have a basic understanding of information control and logic for students. Leading students possess capabilities for basic integration and planning.

Social Ethics: Understanding of professio