

# 99-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 國際企業管理        | Serial No. / ID       | 3044 / IBB1027 |
| Dept.             | 國際企業管理學系      | School System / Class | 進修學士班3年2班      |
| Lecturer          | 蔡雨利           | Full or Part-time     | 兼任             |
| Required / Credit | Required / 3  | Graduate Class        | No             |
| Time / Place      | (六)89A / B207 | Language              | Chinese        |

## Introduction

Leading students to understand international business management knowledge and understanding related business management operational skills.

1. Leading students to understand the function of international business management and the reason why we need to learn the course of international business management.
2. An overview the international business management.
3. Learning the skills of international business management.

## Outline

1. Introduction on international business management
2. Culture
3. International trade
4. Government policy and economic
5. Global economic
6. International money market
7. International capital market
8. International business management
10. Entry mode and strategy
11. Foreign direct investment
12. Own ship of international business
13. International business strategy
14. Global manufactory
15. Global marketing
16. Innovation
17. International HR management

## Prerequisite

The student should have a basic concept of management, economics, international market etc.