

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	2675 / IBB1027
Dept.	國際企業管理學系	School System / Class	進修學士班1年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)ABC / B301	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.