

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	全球產業競爭分析	Serial No. / ID	2682 / IBB2016
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)BCD / B202	Language	Chinese

Introduction
1.Introduction to Global competitive situation of Major Industries 2.Understanding the methods of industry competitive analysis 3.Explore key strategies of Industry competition 4.Course content include:A.SCEP B.Educational objectives of IBM

Outline
Please refer to the teaching content of the class progress

Prerequisite
International Business Management, Marketing Management ", " International Marketing "