

# 103-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文創產業經營與行銷管理實務	Serial No. / ID	3269 / CCF1013
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部2年1班
Lecturer	程凱蕾	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)1 / J110 (二)12 / J110	Language	English

Introduction
<p>This course has three major goals. First, students will become familiar with specific areas of management within the context of CCI industries. We will learn how marketing, distribution of goods and services, human resource management, and franchising work in specific types of businesses. Second, students will explore CCI industries through individualized presentations. Third, students will improve their English ability by studying relevant vocabulary and grammatical structures.</p>

Outline
<p>The course consists of an introduction, four content units, a student presentation, and a midterm and final exam. Each content unit will illustrate an area of management by focusing on a specific CCI industry. We will explore the content through lectures, classroom discussions, and presentations by industry experts. Each student will contribute to the exchange of ideas by presenting a CCI business of his/her choice. The exams will cover the English vocabulary and content used in class.</p>

Prerequisite
<p>Course Assessment Information:</p> <p>Checklist: Lecturing, Case study, Special report, Classroom Discussion</p>