



課 綱 Course Outline

國際企業學系碩士班一般組

中文課程名稱 Course Name in Chinese	國際企業管理				
英文課程名稱 Course Name in English	International Business Management				
科目代碼 Course Code	IB__50500	班 別 Degree	碩士班 Master' s		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	Basic marketing, basic management, intermediate English reading、listening、writing、speaking.				
課程目標 Course Objectives					
引導同學進入國際企業管理之學習領域，使同學瞭解並獲得國際企業管理的基本知識，以激發同學對此一學門之廣泛興趣，並作為其他深入課題之基礎。					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.				
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.			●	
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.			○	

C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	●
E	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	○
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	●

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱 Course Outline

本課程可分為三大部份：第一部份為整體性之介紹，由國企之定義、重要性、現今全球經濟金融體系之剖析入手，進而深入環境層面之分析與相關學理之介紹。第二部份則以廠商之營運功能別區劃，分別說明國際技術、生產、行銷、財務及人事管理之重點。第三部分則以整體營運之角度研究廠商在國際化營運時所可能採行欸策略及探討各策略可能帶來之效果。

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

投影機、電腦設備

課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods

同學們必須精讀指定教本，課前必須有所準備。課間與課後與老師及同學保持積極互動，英文之聽、讀、說、寫亦應大力加強。

其他 Miscellaneous