



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班國際組

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	TRLSM0150	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
By the end of this course students are expected to					
1. Acquire the basic understanding of how business strategies play in international environment.					
2. Apply theories, tools, and insights found in the field of international management to common real world scenarios.					
3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries.					
4. Be able to build the business strategy of a firm for an international market					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之專業之人才 Build a foundation of global perspective to prepare students for being managers.				
2	培養理論與實務兼備之人才 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養創新之研發與規劃人才 Prepare students for being innovative and excellent managers.				
4	重視人格教育與培養服務及團隊精神 Emphasis on personality education to develop services and team spirit.				
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	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism、recreation and leisure.				

B	具備邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備跨文化領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野與外語能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.	●
E	善用資訊科技進行資訊蒐集、分析與統整 Use of technology for information gathering, analysis and integration.	●
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識 Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.	○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識 Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	○

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

課程大綱
Course Outline

This course introduces students to the environments and operations of international business. The course emphasizes on comparative environmental frameworks, theories and institutions, the world financial environment, global strategy, structure and implementation, and managing international relationships. The course teaches students about integrating analysis of the competitive environment and the internal resources of the firm and thus provides a strategic view of international business. In the first half of the semester, the course will primarily focus on the differing cultural, legal, political, and economic environments of international business and how these affect a firm. The second half of the semester will focus on the strategies for entering, managing, and conducting international business.

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.)

Teachers with related knowledge.

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

Mainly on teaching in classroom with group discussion

其他
Miscellaneous