



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	管理理論研究		學年/學期 Academic Year/Semester	105/1
課程名稱(英文) Course Name in English	Seminar in Management Theory			
科目代碼 Course Code	BM_85060	系級 Department & Year	博士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/林達榮			
先修課程 Prerequisite				
課程描述 Course Description				
1. 國際企業管理相關理論基礎之簡介與重要文獻之回顧。 2. 管理理論相關議題之小論文撰寫與討論。 3. 學術期刊論文或學術研討會論文寫作之研習。				
課程目標 Course Objectives				
透過有系統的講述、研討、個案研究與觀摩，使學習者於短時間內對企業組織的理論與其管理技巧的基本知識有廣泛的瞭解。				
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知識與能力。Students will have basic knowledge of international business.			●
B	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.			●
C	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.			○
D	具備國際觀及外語溝通之能力。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 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				
授課進度表 Teaching Schedule & Content				
週次 Week	內容 Subject/Topics			備註 Remarks
1	課程簡介 (09/08)			
2	中秋節停課 (09/15)			
3	International Product Life Cycle (IPLC) 國際產品生命週期(09/22)			(Vernon, 1966)
4	Monopolistic Advantage Theory 壟斷性優勢理論 (09/29)			(Hymer, 1968)

5	Transaction Cost Theory (TCE) 交易成本理論 (10/06)	(Williamson, 1975, 1985)
6	Internalization 內部化理論 (10/13)	(Buckley and Casson, 1976) (Hennart, 1986)
7	Internationalization Process 國際化進程理論 (10/20)	(Johanson and Vahlne, 1977)
8	The Eclectic Paradigm of International Production 國際生產折衷論 (10/27)	(Dunning, 1977)
9	期中考試週 Midterm Exam (11/03) 停課一次	提交期中報告
10	Resource Base View (RBV) 資源基礎觀點 (11/10)	(Barney, 1991 ; Peng, 2001)
11	Hofstede' s National Cultural Dimensions Theory 霍夫斯泰德文化維度理論(11/17)	(Hofstede , 1983)
12	Institutional Theory 體制理論 (11/25)	(Mayer, 2001) (Brouthers, 2002)
13	論文研討與寫作 I (12/01)	
14	專業演講 (12/08)	該週停課一次, 調整上課時段至11/05(六) PM 1-PM 4
15	論文研討與寫作 II (12/15)	
16	論文研討與寫作 III (12/22)	
17	期末報告 I (12/29)	
18	期末考試週 Final Exam (01/05) 停課一次 期末報告 II	期末書面報告提交

教學策略 Teaching Strategies

- 課堂講授 Lecture
 分組討論 Group Discussion
 參觀實習 Field Trip
 其他 Miscellaneous:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	30%		✓	✓					
期中考成績 Midterm Exam	30%				✓				
期末考成績 Final Exam	40%				✓				
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

1. Title: Internationalization process of firm - model of knowledge development and increasing foreign market commitments
<http://www.palgrave-journals.com/jibs/journal/v8/n1/pdf/8490676a.pdf>
 Author(s): JOHANSON J, VAHLNE JE
 Source: Journal of International Business Studies 8(1): 23-32 1977

2. Title: The eclectic paradigm of international production - a restatement and some possible extensions
<http://www.palgrave-journals.com/jibs/journal/v19/n1/pdf/8490372a.pdf>
 Author(s): DUNNING JH
 Source: Journal of International Business Studies 19(1): 1-31 1988

3. Title: The cultural relativity of organizational practices and theories
<http://www.palgrave-journals.com/jibs/journal/v14/n2/pdf/8490867a.pdf>
 Author(s): HOFSTEDE G

4. Title: A quarter century of culture' s consequences: a review of empirical research incorporating Hofstede' s cultural values framework
<http://www.palgrave-journals.com/jibs/journal/v37/n3/pdf/8400202a.pdf>

5. Author(s): KIRKMAN, BL; LOWE, KB; GIBSON, CB
 Source: Journal of International Business Studies 37(3): 285-320 2006

6. Vernon, R. (1966), "International Investment and International Trade in the Product Life Cycle", Quarterly Journal of Economics, 80: 190-207.
<http://bev.berkeley.edu/ipe/readings/International%20Investment%20and%20International%20Trade%20in%20the%20Product%20Cycle.pdf>

7. Hymer, S. H. (1968), "The Large Multinational Corporation: An Analysis of Some Motives for the International Integration", Revue Economique, 19(6): 949-973.

8. Williamson, O. (1979), "Transaction Cost Economics: the Governance of Contractual Relations", Journal of Law and Economics, 22: 233-261.
[https://business.illinois.edu/josephm/BA549_Fall%202010/Session%203/Williamson%20\(1979\).pdf](https://business.illinois.edu/josephm/BA549_Fall%202010/Session%203/Williamson%20(1979).pdf)

9. Hennart, J. (1986), "What is Internalization", Weltwirtschaftliches Archiv, 122: 791-804.
<http://link.springer.com/article/10.1007%2FBF02707861?LI=true#page-1>

10. Peng, M. W. (2001), "The Resource-Based View and International Business", Journal of Management, 27(6): 803-829.
<http://jom.sagepub.com/content/27/6/803.full.pdf>

11. Brouthers, K. D. (2002), "Institutional, cultural and transaction cost influences on entry mode choice and performance," Journal of International Business Studies, 33(2), 203-221.
http://www.rcmewhu.com/upload/file/20150525/20150525213800_9424.pdf

課程教材網址 (教師個人網址請列在本校內之網址)

Teaching Aids & Teacher's Website (Personal website can be listed here.)

其他補充說明 (Supplemental instructions)