



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業管理		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	International Business Management			
科目代碼 Course Code	IM_M0050	系級 Department & Year	碩士	開課單位 Course-Offering Department
資訊管理學系				
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/夏締青			
先修課程 Prerequisite				
課程描述 Course Description				
The course aims to provide students with the basic knowledge of business in international markets. The course introduces students with global business, global environments, principles of foreign market entry and the conduction of business in international settings. By the end of the semester, students are expected to acquire the basic understanding of how business strategies play in international environments. It is expected that students would be able to build the business strategy of a firm for an international market.				
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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	●		
B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information			
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management			
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	○		
E	培養具備獨立研究、領導智能與資訊創新的能力 Nurture ability regarding independent research, leadership and information innovation	○		
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	Introductory Class			

2	Globalization and International Business	
3	The Cultural Environments	
4	Activity/Movie Class	
5	The Political and Legal Environments	
6	The Economic Environments	
7	Globalization and Society	
8	Global Foreign Exchange Markets and Determination of Exchange Rates	
9	Midterm exam	
10	Holiday (sports day)	
11	Activity/Movie Class	
12	The Strategy of International Business	
13	Country Evaluation and Selection	
14	Export and Import	
15	Direct Investment and Collaborative Strategies	
16	Marketing Globally	
17	Project Presentation	
18	Project Presentation	

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: Research paper presentation

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)                     
 團體合作學習 (TBL)                     
 解決導向學習 (SBL)  
 翻轉教室 Flipped Classroom                     
 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice                     
 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching                     
 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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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	20%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	50%								Project, research paper presentation
其他 Miscellaneous (Attendance)	10%								

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.)

Title: International Business: Environments and Operations 15/e  
Authors: Daniels/Radebaugh/Sullivan  
Publisher: Pearson

Reference Journals: Journal of International Business Studies, Journal of Marketing, Journal of International Marketing, Industrial Marketing Management

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)  
Teaching Aids & Teacher's Website(Including online teaching information.  
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)