



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	全球經營管理個案研討		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Case Studies for Global Marketing			
科目代碼 Course Code	IB_40510	系級 Department & Year	學四	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/樂錦榮			
先修課程 Prerequisite				
課程描述 Course Description				
<p>The Seminar focuses on opportunities and challenges created by globalization. It examines cross-cultural and management issues related to management in an international marketplace. The aim of this course is to enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets. Special attention is placed upon different tools and analytic competences available to the different specialized managerial roles when competing internationally. To achieve the following goals, including (1) to develop an understanding major facets of the international management environment (legal, political, economic, and cultural), the central debates surrounding the culture construct, formal and informal institutions, economic development, and regional integrations, along with the major frameworks that have been used to describe these phenomena, (2) to focus on the strategic challenges confronting firms that compete in the global economy, aiming to develop understanding of how to gain competitive advantage and compete successfully in the international marketplace, and (3) to deal with international management operations and covers an array of organizational issues, the students will be asked to (1) prepare and discuss cases and readings as a class participant, (2) write a take home case exam, (3) prepare written analysis of selected cases, (4) facilitate one case discussion and so on.</p>				
課程目標 Course Objectives				
<p>本課程設計，將透過個案研討，公司參訪／實習，業界人士演講等全方位的訓練方式，協助學生掌握國際商務重點。本課程內容整合國際商務學程中必、選修課程之知識，透過個案學習技巧，與實務界的密切互動，使學生瞭解如何將國際商務學程中習得理論，應用於實際企業運作中。透過理論與實務的聯結，親身體驗的方式，協助學生深入瞭解與實習國際商務管理技巧。本課程適合有興趣或未來有志從事國際商務或貿易的同學修習，特別是有志於投入跨國企業或貿易公司經營或服務者。</p>				
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 entrepreneurshi	○
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the basic 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	Case Course Introduction	
2	Case I	
3	Case II	
4	Case III	
5	Case IV	
6	Guest Speech I	
7	Guest Speech II	
8	Take Home Case Exam	
9	Field Trip	
10	Case V	
11	Guest Speech III	
12	Guest Speech IV	
13	Guest Speech V	
14	Guest Speech VI	
15	Filed Report I	
16	Filed Report II	
17	Course Wrap-up and Review	
18	Supplementary Teaching Week	

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:

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:

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									
期中考成績 Midterm Exam									
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	68%								
其他 Miscellaneous (課堂參與)	2%								
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.)									
Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$4.25 for HBS Case) for each case Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.									
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)									