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## ③国立東華大學 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	跨文化管理與境	跨文化管理與境外訪學				mester	112/1		
課程名稱(英文) Course Name in English	Cross-Cultura	Cross-Cultural Management and Overseas Visits							
科目代碼 Course Code	IB58000	系級 Department & Year	碩士		開課單位 Course-Offering Department	ø	国際企業學系		
修別 Type	選修 Elective	 響分數/時間 Credit(s)/Hour(s)3.0/3.0							
授課教師 Instructor	/樂錦榮/夏締青	/樂錦榮/夏締青							
先修課程 Prerequisite									
課程描述 Course Description									
areas in which cultural differences pose challenges as well as opportunities in managing people across cultures; and, to become more self-aware of our cultural conditioning, individual biases and assumptions, and (2) employ overseas visits to provide our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management. The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions which discriminate national cultures, and on cross-cultural interactions. The objective of the course is to help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness. Besides, overseas visits comprise case analysis and visits to benchmark corporations, providing our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management. Designated visit destinations include the US, the EU, the ASEAN countries and China.									
課程目標 Course Objectives									
The aims of the course are (1) to understand the impact of culture on management; to identify the areas in which cultural differences pose challenges as well as opportunities in managing people across cultures; and, to become more self-aware of our cultural conditioning, individual biases and assumptions, and (2) employ overseas visits to provide our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management.									
課程目:     ポ程目:       糸専業能力     Correla       Basic Learning Outcomes     and       Ed     Ed						程目標與系專業能 力相關性 rrelation between burse Objectives and Dept.'s Education Objectives			
A international busine	企業管理之進階知識與能力。Students will have advanced knowledge of ional business.								
B Students will be abl and critical thinkin	問題分析與解決之能力。 able to identify, analyze and solve business problems using logical king.								
coordination and tea	e to demonstrate en mwork skills.	to demonstrate effective leadership, communication,							
global and cultural	e to communicate in diversity issues.	to communicate in foreign languages and have an awareness on							
E 具備創新、創業之思維 entrepreneurship	與能力。To build a	能力。To build a the concept and ability for innovation and $\bigcirc$							
	備服務設計與產業分析之能力。Students will be able to demonstrate the advanced Dilities for service design and industry analysis.								

G 具備國 impor	0					
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	Introduction of the Course					
2	Session I - Cultural Difference and Cultural Intelligence					
3	Session II- Cross-cultural Communication & Negotiation					
4	Session III- Human Resource Management across Cultures					
5	Class Cancelled- Double Tenth Day					
6	Exam					
7	Field Trip and Case Study					
8	Field Trip and Case Study					
9	Field Trip and Case Study					
10	Field Trip and Case Study					
11	Field Trip and Case Study					
12	Field Trip and Case Study					
13	Field Trip and Case Study					
14	Field Trip and Case Study					
15	Field Trip and Case Study					
16	Course Recap & Field Trip Sharing Presentation					
17	Class Cancelled- Happy New Year!!					
18	Supplementary Teaching					

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 Industy-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	20%	~							
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	65%		~	~	~				
其他 Miscellaneous (課堂參與)	15%		~	~					
			量方式社				1	I I	
	Grading & A	ssessme	ents Sup	plement	al inst	ruction	S		
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.)									
Textbook- There is no spec									· ·
Cases- we may sele School Cases (if necessary									
from other sources may be			iru puj	0099118		040 00¢	1. 20 / 1.		
Lecture notes, if		offere	ed in ea	ch clas	s, and	other to	eaching	material	ls will be
also provided if necessary Recommended- WSJ		Journal	): HBR	(Harvar	d Busin	ess Rev	iew)		
	教材網址(含線.							_)	
Teaching Aids & Teacher's Website(Including online teaching information.									
Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									