



## 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	MGT_5378Z	系級 Department & Year	碩專	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	2.0/2.0	
授課教師 Instructor	/樂錦榮			
先修課程 Prerequisite				
課程描述 Course Description				
<p>Today, companies are confronting an increasing array of choices of markets, of locations for value adding activities, and of modes of crossing borders. This course will emphasize the international dimensions of trades, investment, strategies and organizations, and will offer a framework for formulating strategies in an increasingly complex world economy, and for making those strategies work effectively.</p> <p>The first section of the course provides the basics for understanding cross-cultural difference and competitiveness in international business at the level of the nations. International business theories and strategic decision consideration on investment across borders are included in the first section as well. Taking advantages of those opportunities faces enormous managerial challenges, and the second section of the course focuses on international business strategies, for instance, licensing, joint venture, and assorted possible entry modes modern enterprises have adopted. The goal of this course is to provide the foundations for taking effective actions in the multi-faceted world of international business.</p> <p>We will start with a presentation-lecture-discussion format. Students should be ready about the required readings or topics for further discussion in the class. Participants will be grouped by no more 3 persons, and the group will be assigned to present the readings or topics of that session in about 30 minutes. Lecturing and discussion will be also included in each session as well, and any supplementary documents, for instance, studied cases, will be released if any. Also, lecturers will have the rights to adjust the processes if necessary</p>				
課程目標 Course Objectives				
本課程主要協助學員瞭解全球經濟整合與反整合的趨勢、跨文化經營管理的知識、跨國企業經營的政治、經濟、貨幣與法律風險，以及國際貿易理論與企業的國際化決策，包括進入模式與多邊治理機制的選擇。				
院基本素養與核心能力 College Basic Learning Outcomes				課程目標與院基本素養與核心能力 Correlation between Course Objectives and Basic Learning Outcomes
A	具備企業管理理論體系的基礎與進階實務知識的應用能力。With a solid foundation of management theories and advanced practical application abilities			●
B	具備邏輯思考、問題分析、問題解決與決策能力。With logical thinking, problem analysis, problem solving and decision making ability			●
C	善用資訊科技進行資訊蒐集、分析與統整的能力。With capacity to utilize IT in conducting information gathering, data analysis and integration			○
D	具備領導、溝通協調與團隊合作的統合能力。With leadership, communication, cooperation, coordination and team integration ability			○
E	具備國際視野以及當前商管趨勢的掌握能力。With a global perspective and mastery of current management trends in 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	Introduction: Globalization	
2	What is International Business?	
3	Participants in International Business	
4	International Trade Theories	
5	Culture, Political, Legal Environment	
6	The Role of Government Intervention	
7	Regional Integration	
8	Emerging Markets	
9	IB Strategy and Organization	
10	Case Study I	
11	Case Study II	
12	Case Study III	
13	Entry Strategy	
14	Entry Modes I	
15	Entry Modes II	
16	Simulations	
17	Term Paper Presentation	
18	Final Exam	

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:

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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	0%								
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	40%			✓	✓				
其他 Miscellaneous (Simulation)	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.)

Cavusgil, S.T., Knight, G., and Riesenberger, J.R., International Business: Strategy, Management, and the New Realities, 2014, Pearson International Edition, Prentice Hall

Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$4.50 for HBS Case) for each case

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)

School Mission

The College of Management (COM) emphasizes internationalization, education and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and are able to integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics

This course covers important topics of international trade theories and multinational business management, and is chosen to evaluate EMBA students for the following learning goals and learning objectives.

Learning Goals- LG1 Advanced knowledge of business and management; LG4 Global view

Learning Objectives- 1.1 Equipped with the Advanced knowledge of a specialization or profession; 1.2 Be able to utilize professional knowledge to provide solutions to managerial problems; 4.1 Determine the impact of globalization on the markets; 4.2 Equipped with the sensitivity of cross-cultural management

Assessment methods for intended LGs and LOs:

The evaluation of learning effectiveness of the course includes two parts, the end-of-term assessment (final exam) and case studies, and each account for 50%.

After studying a series of key topics on this course, students should be equipped with related skills and knowledge to do strategic suggestions for international businesses. The chosen cases are well suited for evaluate the intended learning objectives because each student should be able to analyze the competitively global environment based on the theories and analytical tools or frameworks, and then make suggestions for the international businesses with more cultural sensitivity. The packages including aforementioned skills and knowledge would be further tested by the final exam.

Rubrics for the Assessments:

LO 1.1 Equipped with the Advanced knowledge of a specialization or profession

Needs Improvement- Little evidence of acquiring advanced concepts, skills and techniques in area of specialization or profession.

Satisfactory- By and large acquire and integrate the advanced concepts, skills and techniques in area of specialization or profession

Exemplary- Comprehensively Acquire and integrate the advanced concepts, skills and techniques in area of specialization or profession.

LO 1.2 Be able to utilize professional knowledge to provide solutions to managerial problems

Needs Improvement- Does not diagnose the key managerial problems and cannot utilize the advanced professional knowledge to provide effective solutions to managerial problems

Satisfactory- Principally diagnoses the key managerial problems and utilize the advanced professional knowledge to provide effective solutions to a few managerial problems.

Exemplary- Clearly diagnoses the key and subsidiary managerial problems and well utilize the advanced professional knowledge to provide effective solutions to insightful questions.

LO 4.1 Determine the impact of globalization on the markets

Needs Improvement- Little evidence in Determining the impacts of globalization on relevant markets.

Satisfactory- Determine the impacts of globalization on relevant markets.

Exemplary- Clearly determine and well address the relevant impacts of globalization on relevant markets.

LO 4.2 Equipped with the sensitivity of cross-cultural management

Needs Improvement- Provide no or little consideration, analysis and evaluation of cultural impact of multinational management issues.

Satisfactory- Successfully consider, analyze and evaluate cultural impact of multinational management issues.

Exemplary- Accurately consider, analyze, evaluate, and incorporate cultural impact of multinational management issues in depth.