



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	跨文化管理		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Cross-Cultural Management			
科目代碼 Course Code	IB_M0030	系級 Department & Year	碩士	開課單位 Course-Offering Department 國際企業學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/樂錦榮/夏締青			
先修課程 Prerequisite				
課程描述 Course Description				
<p>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.</p> <p>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.</p>				
課程目標 Course Objectives				
<p>1.To expand student' s understanding within the contexts of culture, culture differences and diversity.</p> <p>2.To examine factors for effective cross-cultural competence & behavioral roles.</p> <p>3.To celebrate and appreciate cultural diversity across border for business effectiveness.</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進階知識。 Students will have advanced knowledge of international business.			●
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.			○
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.			○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.			●
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.			○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.			○

G	培養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.	●
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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 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	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%		✓	✓					

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.)

Textbook- There is no specifically required textbook for this class.

Cases- we may select cases related to cross-cultural management issues; Harvard Business School Cases (if necessary), and students should pay copyrights (about US\$4.25) for each case; cases from other sources may be applied as well

Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.

Recommended- WSJ (Wall Street Journal); HBR (Harvard Business Review)

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)