



課 綱 Course Outline  
國際企業學系學士班

中文課程名稱 Course Name in Chinese	投資銀行				
英文課程名稱 Course Name in English	Investment Banking				
科目代碼 Course Code	IB_33220	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
<ol style="list-style-type: none"> <li>1. 認識國際金融市場環境與趨勢</li> <li>2. 學習新創企業資金來源及籌募方式</li> <li>3. 介紹國際市場的投資銀行業務與其在國內之發展</li> <li>4. 分析投資銀行業務在企業成長過程中與其資金需求之關係，強化企業家在籌募資金管道上的認知與管理所需之相關知識</li> </ol>					
系教育目標 Dept.'s Education Objectives					
1	培養具國際企業知識之基礎管理人才。 Build a foundation of international business knowledge to prepare students for being managers.				
2	培養具創新思維與創業能力之基礎管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being managers.				
3	培養具服務業經營能力之基礎管理人才。 Create a managerial ability in Service industry for being managers				
4	培養在地經營理念之基礎管理人才。 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
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 entrepreneurship	○
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

課程大綱  
Course Outline

國際金融市場環境之發展與趨勢，  
國際財務管理與金融市場，  
企業創業時期之財務需求，  
投資銀行業務介紹，  
金融創新與金融商品，  
財務工具與風險管理，  
金融風暴後新監理制度之發展

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

課堂講授，分組討論，企業參訪

其他  
Miscellaneous