



課 綱 Course Outline  
國際企業學系學士班

中文課程名稱 Course Name in Chinese	投資銀行研討				
英文課程名稱 Course Name in English	Investment Banking Seminar				
科目代碼 Course Code	IB_57820	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					
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

國際金融市場發展趨勢研討,  
國際財務管理與金融市場研討,  
企業財務需求與金融機構功能研討,  
投資銀行業務研討,  
我國與各國承銷制度,  
公開發行與私下募集,  
企業評價及財務顧問研討,  
財務工程與風險管理研討,  
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，實務研討，企業參訪

其他  
Miscellaneous

1. 學習國際企業資金來源及籌募方式
2. 認識金融機構功能與企業資金決策
3. 了解國際市場的投資銀行業務發展與趨勢
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
5. 透過實務研討及企業參訪培養高階經理人的國際金融財務決策能力