



課 綱 Course Outline

國際企業學系碩士班一般組

中文課程名稱 Course Name in Chinese	日式經營管理				
英文課程名稱 Course Name in English	Japanese Business Management				
科目代碼 Course Code	IB__61300	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
課程目標：提供學生認識日本企業經營管理、介紹日本國內外企業經營模式及企業文化與企業倫理、及比較其他歐美與亞洲國家企業經營模式之異同，期能使學生瞭解國際企業管理中日本模式之特色。					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.				
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level 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進階知識與能力 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 advanced 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

1. 日本經營組織
2. 日式經營管理模式
3. 日本文化與風俗習慣
4. 日本年功序列與終身雇用制
5. 日本製造業與商社
6. 日本金融系統與企業/商社連接關係
7. 日本式跨國企業經營管理模式
8. 日本海外市場進入策略
9. 日本與先進國家企業經營策略之比較
10. 論文研讀與討論

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.)

Expertise-
Facilities-

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

其他 Miscellaneous

Textbooks:

1. Encyclopedia of Japanese Business and Management by Allan Bird; Publisher: Routledge; 1st edition (December 28, 2001) ISBN: 0415189454
2. Asian Management Systems: Chinese, Japanese and Korean Styles of Business by Min Chen; Publisher: Thomson Learning; 2nd edition (March 1, 2004) ISBN: 1861529414
3. Japanese Business Management -- Microsoft Reader eBooks By: Harukiyo Hasegawa Price: US\$134.16, Format: Microsoft Reader eBooks.