



課 綱 Course Outline
資訊管理學系國際組

中文課程名稱 Course Name in Chinese	國際企業管理				
英文課程名稱 Course Name in English	International Business Management				
科目代碼 Course Code	IM__M0050	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					
By the end of this course students are expected to 1. Acquire the basic understanding of how business strategies play in international environment. 2. Apply theories, tools, and insights found in the field of international management to common real world scenarios. 3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries. 4. Be able to build the business strategy of a firm for an international market					
系教育目標 Dept.'s Education Objectives					
1	培育具備資訊技術解決問題思維能力之高級人才 Cultivate senior personnel with the capability of information technology to solve problems with thinking skills				
2	以資訊技術為核心，培育具有高度專業能力之技術人才 Cultivate professional personnel with the capability of information technology				
3	以管理為對象，培育具有創新、研發、企劃整合能力之高級人才 Cultivate senior personnel with the capability of innovation, research and development and integrated planning				
4	提供數位內容、電子商務與知識管理所需之人才 Cultivate personnel with the capability of digital content, electronic commerce and knowledge management				
5	培育符合國家與區域發展所需之資訊管理人才 Cultivate information management personnel to meet the needs of national and regional development				

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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	●
B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information	
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management	
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	○
E	培養具備獨立研究、領導智能與資訊創新能力 Nurture ability regarding independent research, leadership and information innovation	○
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
<p>This course introduces students to the environments and operations of international business. The course emphasizes on comparative environmental frameworks, theories and institutions, the world financial environment, global strategy, structure and implementation, and managing international relationships. The course teaches students about integrating analysis of the competitive environment and the internal resources of the firm and thus provides a strategic view of international business.</p> <p>In the first half of the semester, the course will primarily focus on the differing cultural, legal, political, and economic environments of international business and how these affect a firm.</p> <p>The second half of the semester will focus on the strategies for entering, managing, and conducting international business.</p>		
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.)		
Teachers with related knowledge.		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Mainly on teaching in classroom with group discussion		
其他 Miscellaneous		