



## 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	跨文化管理與境外訪學				
英文課程名稱 Course Name in English	Cross-Cultural Management and Overseas Visits				
科目代碼 Course Code	IB__58000	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					
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.					
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

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.

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.)

Note book, Projector and Case Study Class Room; Field Trip Plan and Organization

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

Lecture, group discussion, foreign language teaching (if necessary) concerning cross culture management, and field trip to international businesses in designated visit destinations

#### 其他 Miscellaneous

None