



課 綱 Course Outline  
企業管理學系博士班國際企業組

中文課程名稱 Course Name in Chinese	國際企業策略研究				
英文課程名稱 Course Name in English	Seminar in International Business Strategies				
科目代碼 Course Code	BM__74900	班 別 Degree	博士班 Ph. D.		
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					
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 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  
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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

其他  
Miscellaneous