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國立東華大學

課　　綱　Course Outline

國際企業學系碩士班國際組

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	IB__M0130	班 別 Degree	碩士班 Master’s		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					

課程目標
Course Objectives

This course is designed to help students develop an understanding of the uniqueness of international business. The course content addresses the environment challenges as well as critical management issues an international business faces with. By the end of this course, students should have the basic knowledge on strategic and managerial issues of international firms that operate in a dynamic global environment.

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	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.
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。 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	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	○
G	培養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

Major topics of this course include: 1.the basic concepts of international business; 2.the environment of international business; 3.global strategy and market opportunities; 4.international entry strategy; 5. operational and functional excellence of international business.

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

Class Participation and assignments 30%
Exams 40%
Group Project 30%

其他
Miscellaneous