



課 綱 Course Outline
企業管理學系國際組

中文課程名稱 Course Name in Chinese	國際企業學				
英文課程名稱 Course Name in English	International Business Management				
科目代碼 Course Code	BM_M0220	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					
We aim to build a foundation of international business knowledge to prepare students for being managers, offer a program with an emphasis on proficiency in management of international service business, and provide a program with an emphasis on management philosophy responsive to the Taiwanese business context.					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective				
2	培養具資訊科技能力之專業經理人。 Cultivating professional managers equipped with IT management proficiency				
3	培養具人文素養之專業經理人。 Cultivating equipped with human culture professional managers				
4	培養理論與實務並重之專業經理人。 Cultivating business professionals with both theoretic expertise and practical experience				
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	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management			●	
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management			●	

C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration	○
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	○

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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This course, International Business, was designed to introduce undergraduate students to the numerous challenges associated with managing multinational corporations (MNCs). In the course, we will emphasize the international dimensions of trades, investment, strategies and organizations, and will provide a framework that can be applied to managing in a multinational corporation.

Key elements, concepts, and tools of the course will be introduced during this semester, including MNCs motivations and mentalities; environmental challenges associated with the increasingly global nature of the world economy, strategic and competitive challenges, strategic collaboration and alliances between MNCs, organizational challenges for MNCs, challenges associated with the need to create worldwide learning organizations in order to compete effectively, challenges associated with individual managers, and future challenges for MNCs.

In the first half of the semester, we shall provide the basics for understanding cross-cultural difference and competitiveness in international business at the level of the nations. International business theories and strategic decision consideration on investment across borders are included in this half part as well. Taking advantages of those opportunities faces enormous managerial challenges, and the second half of the semester will focus on international business strategies, for instance, licensing, joint ventures, and assorted possible entry modes modern enterprises have adopted. The goal of this course is to provide the foundations for taking effective actions in the multi-faceted world 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.)

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Teachers are suggested to have a Ph.D or an MBA degree from the Department of International Business, and the classroom should be equipped with multimedia facilities for case study and effective presentations. (建議聘任博士級或碩士級師資，且師資須具備國際企業學系畢業之資格；教學之教室須配備多媒體教學及適合個案教學之設備)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

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This course uses a combination of lectures, case studies, presentation, simulations (if any) and class discussion in order to expose students to the challenges facing multinational corporations and their managers. Before a class, students should be ready about the required readings or chapters for further discussion in the class. Students will be grouped by no more than 5 persons, and, if necessary, one or two of the groups will be assigned to present the textbook contents, the case, or the

supplementary readings of that very session in English, within about 25 minutes each. After that presentation, lecturing and discussion will follow, and any supplementary materials, for instance, studied cases, will be released if any. Also, lecturers will have the rights to adjust the processes if necessary.

其他

Miscellaneous

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