



課 綱 Course Outline
國際企業學系學士班

| | | | | | |
|---------------------------------------|---|------------------|-------------------|---|-----|
| 中文課程名稱 Course Name in Chinese | 投資銀行研討 | | | | |
| 英文課程名稱 Course Name in English | Investment Banking Seminar | | | | |
| 科目代碼 Course Code | IB_57820 | 班 別 Degree | 學士班 Bachelor's | | |
| 修別 Type | 學程 Program | 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基礎管理人才。 Build a foundation of international business knowledge to prepare students for being managers. | | | | |
| 2 | 培養具創新思維與創業能力之基礎管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being managers. | | | | |
| 3 | 培養具服務業經營能力之基礎管理人才。 Create a managerial ability in Service industry for being managers | | | | |
| 4 | 培養在地經營理念之基礎管理人才。 Offer a program with an emphasis on 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 basic 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

國際金融市場發展趨勢研討,
國際財務管理與金融市場研討,
企業財務需求與金融機構功能研討,
投資銀行業務研討,
我國與各國承銷制度,
公開發行與私下募集,
企業評價及財務顧問研討,
財務工程與風險管理研討,
金融風暴後新監理制度之發展

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

課堂講授，實務研討，企業參訪

其他
Miscellaneous

1. 學習國際企業資金來源及籌募方式
2. 認識金融機構功能與企業資金決策
3. 了解國際市場的投資銀行業務發展與趨勢
4. 分析投資銀行業務在企業成長過程中與其資金需求之關係
5. 透過實務研討及企業參訪培養高階經理人的國際金融財務決策能力