



課 綱 Course Outline

管理學院會計與資訊管理國際學士班學士班

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 Bussiness Management				
科目代碼 Course Code	ACIM20130	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	管理學				

課程目標
Course Objectives

By the end of this course students are expected to

1. Acquire the basic understanding of how business strategies play in international environment.
2. Apply theories, tools, and insights found in the field of international management to common real world scenarios.
3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries.
4. Be able to build the business strategy of a firm for an international market.

系教育目標
Dept.'s Education Objectives

1	培養結合理論與實務之會計資訊專業人才
2	培養多元視野與跨領域整合能力之會計資訊專業人才
3	培養專業能力與品德操守並重之會計資訊專業人才

	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	兼具會計資訊理論與實務操作及專業知識，具備跨領域解決問題能力	○
B	具有良好之會計資訊理論基礎與分析能力，具備相關領域升學或就業之知識與能力	●

C	具備以資訊技術協助企業運作與商業管理之知識與應用能力	<input type="radio"/>
D	具有會計資訊、風險控管、電腦審計與稅務整合能力	<input type="radio"/>
E	具備超然獨立並嚴格遵守會計資訊專業倫理的道德勇氣	<input type="radio"/>
F	具備團隊合作、國際視野、創造性思考及良好的外語能力	<input type="radio"/>

圖示說明 Illustration : ● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱
Course Outline

This course introduces students to the environments and operations of international business. The course emphasizes on comparative environmental frameworks, theories and institutions, the world financial environment, global strategy, structure and implementation, and managing international relationships. The course teaches students about integrating analysis of the competitive environment and the internal resources of the firm and thus provides a strategic view of international business.

In the first half of the semester, the course will primarily focus on the differing cultural, legal, political, and economic environments of international business and how these affect a firm.

The second half of the semester will focus on the strategies for entering, managing, and conducting 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.)

Teachers are suggested to have a PhD or an MBA degree from the Department of International Business or Department of Business Administration, and the classroom should be equipped with multimedia facilities for effective presentations.

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

This course will use a combination of lectures, case studies, presentations, and class discussions in order to expose students to the current global business environment. In the beginning of the semester, students will be grouped into groups of no more than 4 students.

The instructor will begin the lecture by presenting a provocative case (included in the textbook) to set the stage for the major issues covered in the lecture thereafter. In each class, after the lecture, one student group will be required to present the closing business case (included in the textbook), within about 15 minutes. In order to promote class discussion, this will be followed by argument and counterargument between two groups on a pre-decided issue.

其他
Miscellaneous