



# 課 綱 Course Outline

## 國際企業學系學士班

|                                                                                                                                    |                                                                                                                             |                  |                    |                                                                                          |      |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|------------------------------------------------------------------------------------------|------|
| 中文課程名稱<br>Course Name in Chinese                                                                                                   | 全球品牌經營與管理實務                                                                                                                 |                  |                    |                                                                                          |      |
| 英文課程名稱<br>Course Name in English                                                                                                   | Global Brand and Management Case Study                                                                                      |                  |                    |                                                                                          |      |
| 科目代碼<br>Course Code                                                                                                                | IB__33230                                                                                                                   | 班 別<br>Degree    | 學士班<br>Bachelor' s |                                                                                          |      |
| 修別<br>Type                                                                                                                         | 學程<br>Program                                                                                                               | 學分數<br>Credit(s) | 3. 0               | 時 數<br>Hour(s)                                                                           | 3. 0 |
| 先修課程<br>Prerequisite                                                                                                               |                                                                                                                             |                  |                    |                                                                                          |      |
| 課程目標<br>Course Objectives                                                                                                          |                                                                                                                             |                  |                    |                                                                                          |      |
| 本課程目標在幫助同學認識全球品牌經營與管理的基礎理論與知識，因此課程主軸將包含學理架構介紹、品牌產品成本效益分析、品牌定位、品牌信任以及品牌專屬資產的建立等議題，此外將輔以適當的實務個案討論，讓同學能藉由實務案例分析，進一步將本課程的知識加以吸收、融會與運用。 |                                                                                                                             |                  |                    |                                                                                          |      |
| 系教育目標<br>Dept.'s Education Objectives                                                                                              |                                                                                                                             |                  |                    |                                                                                          |      |
| 1                                                                                                                                  | 培養具國際企業知識之基礎管理人才。<br>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。<br>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。<br>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。<br>Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context. |                  |                    |                                                                                          |      |
| 系專業能力<br>Basic Learning Outcomes                                                                                                   |                                                                                                                             |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |      |
| A                                                                                                                                  | 具備國際企業管理之知識與能力。<br>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。<br>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。<br>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。<br>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<br>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<br>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。<br>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

1. 品牌功能
2. 品牌產品的成本效益分析
3. 品牌定位知曉
4. 品牌信任
5. 品牌專屬資產的建立
6. 通路經營與管理
7. 台灣品牌發展的困境

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.)

1. 教學時需具有投影機與電腦設備

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

1. 每位同學在上課前需先閱讀指定教材，事先與同學討論，課堂中會盡量以問答方式進行。
2. 授課內容除指定教材之外，並輔以相關資料加以補充。

#### 其他 Miscellaneous