


**國立東華大學**  
**教學計劃表 Syllabus**

課程名稱(中文) Course Name in Chinese	國際企業管理		學年/學期 Academic Year/Semester	113/1
課程名稱(英文) Course Name in English	International Business Management			
科目代碼 Course Code	IB_M0130	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/夏締青			
先修課程 Prerequisite				
課程描述 Course Description				
The course aims to provide students with the basic knowledge of business in international markets. The course introduces students with global business, global environments, principles of foreign market entry and the conduction of business in international settings. By the end of the semester, students are expected to acquire the basic understanding of how business strategies play in international environments. It is expected that students would be able to build the business strategy of a firm for an international market.				
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				

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Introductory Class	
2	Globalization and International Business	
3	The Cultural Environments	
4	Activity/Movie Class	
5	The Political and Legal Environments	
6	The Economic Environments	
7	Globalization and Society	
8	Global Foreign Exchange Markets and Determination of Exchange Rates	
9	Midterm exam	
10	Holiday (sports day)	
11	Activity/Movie Class	
12	The Strategy of International Business	
13	Country Evaluation and Selection	
14	Export and Import	
15	Direct Investment and Collaborative Strategies	
16	Marketing Globally	
17	National Holiday	
18	Project Presentation	

教學策略 Teaching Strategies

- 課堂講授 Lecture
  分組討論 Group Discussion
  參觀實習 Field Trip
  其他 Miscellaneous: Case, debate, and research paper presentations

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL)
  團體合作學習(TBL)
  解決導向學習(SBL)
  翻轉教室 Flipped Classroom
  磨課師 Moocs

社會責任(Social Responsibility)

- 在地實踐 Community Practice
  產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
  跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	50%								Project, research paper presentation
其他 Miscellaneous (Attendance)	10%								

評量方式補充說明  
Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)  
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Title: International Business: Environments and Operations 15/e  
Authors: Daniels/Radebaugh/Sullivan  
Publisher: Pearson

Reference Journals: Journal of International Business Studies, Journal of Marketing, Journal of International Marketing, Industrial Marketing Management, the Journal of the Academy of Marketing Science

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)  
Teaching Aids & Teacher's Website(Including online teaching information.  
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)