## ②国o支束華大學 教學計劃表 Syllabus

|   | 名稱(中文)<br>me in Chinese   | 國際企業管理  |                            |    | 學年/學期<br>Academic Year/Ser            | 113/1 |   |  |  |  |
|---|---|---|----------------------------|----|---------------------------------------|-------|---|--|--|--|
|   | 名稱(英文)<br>me in English   | International Business Management               |                            |    |                                       |       |   |  |  |  |
|   | 目代碼<br>rse Code   | IMM0050   | 系級<br>Department<br>& Year | 碩士 | 開課單位<br>Course-Offering<br>Department | 次貝    | 資訊管理學系  |  |  |  |
|   | 修別<br>Type  | 選修 Elective 學分數/時間<br>Credit(s)/Hour(s) 3.0/3.0 |                            |    |                                       |       |   |  |  |  |
|   | 課教師<br>tructor  | /夏締青  |                            |    |                                       |       |   |  |  |  |
|   | 修課程<br>equisite   |   |                            |    |                                       |       |   |  |  |  |
| 課程描述 Course Description   |   |   |                            |    |                                       |       |   |  |  |  |
| The course aims to provide students with the basic knowledge of business in international markets.<br>The course introduces students with global business, global environments, principles of foreign<br>market entry and the conduction of business in international settings. By the end of the semester,<br>students are expected to acquire the basic understanding of how business strategies play in<br>international environments. It is expected that students would be able to build the business strategy<br>of a firm for an international market. |   |   |                            |    |                                       |       |   |  |  |  |
| 課程目標 Course Objectives  |   |   |                            |    |                                       |       |   |  |  |  |
| By the end of this course students are expected to<br>1. Acquire the basic understanding of how business strategies play in international environment.<br>2. Apply theories, tools, and insights found in the field of international management to common real<br>world scenarios.<br>3. Understand the similarities and differences among legal, political, economic, and cultural systems<br>and management practices in different countries.   |   |   |                            |    |                                       |       |   |  |  |  |
| カ相關性       糸専業能力       Basic Learning Outcomes       An 關性       Correlation be:       Course Object       and Dept.'       Education   |   |   |                            |    |                                       |       | 程目標與系專業能<br>力相關性<br>relation between<br>urse Objectives<br>and Dept.'s<br>Education<br>Objectives |  |  |  |
|   | ·備創造與思考能力<br>vitv and thinking  |   |                            |    |                                       |       | •   |  |  |  |
| A       creativity and thinking, spirit of service, teamwork and international view         B       培養具備資訊專業知識與技能Nurture professional ability and skill regarding information   |   |   |                            |    |                                       |       |   |  |  |  |
|   | C 培養具備資訊科技與管理領域之知識整合應用能力Nurture integrated ability regarding information technology and management              |   |                            |    |                                       |       |   |  |  |  |
| 培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力Nurture ability of<br>information analysis, organization, integration, application, and expression<br>regarding problem solving  |   |   |                            |    |                                       |       |   |  |  |  |
|   | E 培養具備獨立研究、領導智能與資訊創新的能力Nurture ability regarding independent<br>research, leadership and information innovation |   |                            |    |                                       |       |   |  |  |  |
| 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  | 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: <u>Case, debate, and research paper presentations</u> |   |  |  |  |  |  |  |
| 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   |   |  |  |  |  |  |  |
| 社會責任(Social Responsibility)  |   |  |  |  |  |  |  |
| ✓ 在地實踐Community Practice 產學合作 Industy-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:  |   |  |  |  |  |  |  |

| 學期成績計算及多元評量方式 Grading & Assessments   |                    |                    |          |          |          |          |          |          |  |
|---|--------------------|--------------------|----------|----------|----------|----------|----------|----------|--|
|   | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |  |
| Items   |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他   |
| 平時成績 General<br>Performance   | 20%                |                    |          |          |          |          |          |          |  |
| 期中考成績 Midterm Exam  | 20%                |                    |          |          |          |          |          |          |  |
| 期末考成績 Final Exam  |                    |                    |          |          |          |          |          |          |  |
| 作業成績 Homework and/or<br>Assignments   | 50%                |                    |          |          |          |          |          |          | Project, research<br>paper<br>presentation |
| 其他 Miscellaneous<br>(Attendance)  | 10%                |                    |          |          |          |          |          |          |  |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions   |                    |                    |          |          |          |          |          |          |  |
|   |                    |                    |          |          |          |          |          |          |  |
| 教科書與參考書目(書名、作者、書局、代理商、說明)<br>Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)  |                    |                    |          |          |          |          |          |          |  |
| Title: International Business: Environments and Operations 15/e<br>Authors: Daniels/Radebaugh/Sullivan<br>Publisher: Pearson  |                    |                    |          |          |          |          |          |          |  |
| Reference Journals: Journal of International Business Studies, Journal of Marketing, Journal of<br>International Marketing, Industrial Marketing Management, the Journal of the Academy of Marketing<br>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)<br>Teaching Aids & Teacher's Website(Including online teaching information.  |                    |                    |          |          |          |          |          |          |  |
| Personal website can be listed here.)   |                    |                    |          |          |          |          |          |          |  |
|   |                    |                    |          |          |          |          |          |          |  |
| 其他補充說明(Supplemental instructions)   |                    |                    |          |          |          |          |          |          |  |
|   |                    |                    |          |          |          |          |          |          |  |
|   |                    |                    |          |          |          |          |          |          |  |