



教學計劃表 Syllabus

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| 課程名稱(中文) Course Name in Chinese | 跨文化管理與境外訪學 | | 學年/學期 Academic Year/Semester | 113/1 |
| 課程名稱(英文) Course Name in English | Cross-Cultural Management and Overseas Visits | | | |
| 科目代碼 Course Code | IB_58000 | 系級 Department & Year | 碩士 | 開課單位 Course-Offering Department 國際企業學系 |
| 修別 Type | 選修 Elective | 學分數/時間 Credit(s)/Hour(s) | 3.0/3.0 | |
| 授課教師 Instructor | /樂錦榮 | | | |
| 先修課程 Prerequisite | | | | |
| 課程描述 Course Description | | | | |
| <p>The aims of the course are (1) to understand the impact of culture on management; to identify the areas in which cultural differences pose challenges as well as opportunities in managing people across cultures; and, to become more self-aware of our cultural conditioning, individual biases and assumptions, and (2) employ overseas visits to provide our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management.</p> <p>The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions which discriminate national cultures, and on cross-cultural interactions. The objective of the course is to help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness. Besides, overseas visits comprise case analysis and visits to benchmark corporations, providing our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management. Designated visit destinations include the US, the EU, the ASEAN countries and China.</p> | | | | |
| 課程目標 Course Objectives | | | | |
| <p>The aims of the course are (1) to understand the impact of culture on management; to identify the areas in which cultural differences pose challenges as well as opportunities in managing people across cultures; and, to become more self-aware of our cultural conditioning, individual biases and assumptions, and (2) employ overseas visits to provide our students access the opportunity to absorb first-hand know-how, cultivate knowledge and insight about cross-cultural management.</p> | | | | |
| 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與能力。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 advanced 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. | ○ |
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| 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 | Introduction of the Course | |
| 2 | Session I - Cultural Difference and Cultural Intelligence | |
| 3 | Session II- Cross-cultural Communication & Negotiation | |
| 4 | Session III- Human Resource Management across Cultures | |
| 5 | Class Cancelled- Double Tenth Day | |
| 6 | Exam | |
| 7 | Field Trip and Case Study | |
| 8 | Field Trip and Case Study | |
| 9 | Field Trip and Case Study | |
| 10 | Field Trip and Case Study | |
| 11 | Field Trip and Case Study | |
| 12 | Field Trip and Case Study | |
| 13 | Field Trip and Case Study | |
| 14 | Field Trip and Case Study | |
| 15 | Field Trip and Case Study | |
| 16 | Course Recap & Field Trip Sharing Presentation | |
| 17 | Class Cancelled- Happy New Year!! | |
| 18 | Supplementary Teaching | |

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:

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:

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 | | | | | | | | | |
| 期中考成績 Midterm Exam | 20% | ✓ | | | | | | | |
| 期末考成績 Final Exam | | | | | | | | | |
| 作業成績 Homework and/or Assignments | 65% | | ✓ | ✓ | ✓ | | | | |
| 其他 Miscellaneous (課堂參與) | 15% | | ✓ | ✓ | | | | | |

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.)

Textbook- There is no specifically required textbook for this class.

Cases- we may select cases related to cross-cultural management issues; Harvard Business School Cases (if necessary), and students should pay copyrights (about US\$4.25) for each case; cases from other sources may be applied as well

Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.

Recommended- WSJ (Wall Street Journal); HBR (Harvard Business Review)

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)