

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	全球商機探索			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Global Business Opportunity Exploration				
科目代碼 Course Code	MGT_5422Z	系級 Department & Year	碩專	開課單位 Course-Offering Department	管理學院
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					
This course, Global Business Opportunity Investigation, through seminars and field trip to overseas businesses, offers students an advanced understanding the practices of international businesses, especially Taiwanese business operations globally to fit current national trade policy. Special attention is given to fundamental concepts of international management, business law, finance, and marketing, coping with the regulations of authorities in foreign countries. The cultural, attitudinal, and behavioral differences that affect international business are also examined. In this course, we aim to enhance the students' knowledge in areas of International Business Management, equip the students' experience in local business operations as well as the local cultural adaptation, and educate students the business practices to cope with cultural differences. The course is divided into two parts: coursework and field trip. In the former section, student should prepare the basic knowledge, including cultural acknowledgement, case studies, and language seminars(if any), to learn the business knowledge as well as the local firms do. Regarding the latter, a 6-day field trip has been organized, and students should participate the discussion of the staff of visited business(es) in that very country or bloc. With this system, students can obtain a high level of understanding in the international business environment.					
課程目標 Course Objectives					
在全球化的浪潮中，區域經濟及自由貿易已經成為貿易主流，也有部分區域開始規劃反整合之政策。依恃國際貿易發展的臺灣，必須掌握全球各地的經濟發展趨勢，方能進行全球佈局與風險規劃。本課程將結合政府相關部會，進行市場情報訊息及商機的分析，培育國際貿易人才，定能幫助台灣經濟發展。					
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	具備企業管理理論體系的基礎與進階實務知識的應用能力。With a solid foundation of management theories and advanced practical application abilities				○
B	具備邏輯思考、問題分析、問題解決與決策能力。With logical thinking, problem analysis, problem solving and decision making ability				●
C	善用資訊科技進行資訊蒐集、分析與統整的能力。With capacity to utilize IT in conducting information gathering, data analysis and integratio				●
D	具備領導、溝通協調與團隊合作的統合能力。With leadership, communication, cooperation, coordination and team integration ability				
E	具備國際視野以及當前商管趨勢的掌握能力With a global perspective and mastery of current management trends in 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	課程介紹	
2	商機評估概論I	
3	商機評估概論II	
4	個案討論I	
5	個案討論II	
6	商機探索行程I	
7	停課(春假)	
8	商機探索行程II	
9	期中考試週 Midterm Exam	
10	商機探索行程III	
11	商機探索行程IV	
12	商機探索行程V	
13	商機探索行程VI	
14	個案討論III	
15	個案討論IV	
16	期末報告	
17	期末考試週 Final Exam	
18	彈性/補救教學	
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(含出席) General Performance (Attendance Record)	30%		✓						
期中考成績 Midterm Exam									
期末考成績 Final Exam	40%	✓		✓					
作業成績 Homework and/or Assignments	30%				✓				
其他 Miscellaneous (_____)									
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- The textbook is not specifically assigned. Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$4.95 for HBS Case) for each case 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) Reference- reference articles are distributed in the classrooms									
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)									