



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業學			學年/學期 Academic Year/Semester	113/2			
課程名稱(英文) Course Name in English	International Business							
科目代碼 Course Code	IB_22110	系級 Department & Year	學二	開課單位 Course-Offering Department	國際企業學系			
修別 Type	學程 Program	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, International Business, was designed to introduce undergraduate students to the numerous challenges associated with managing multinational corporations (MNCs). In the course, we will emphasize the international dimensions of trades, investment, strategies and organizations, and will provide a framework that can be applied to managing in a multinational corporation.

Key elements, concepts, and tools of the course will be introduced during this semester, including MNCs motivations and mentalities; environmental challenges associated with the increasingly global nature of the world economy, strategic and competitive challenges, strategic collaboration and alliances between MNCs, organizational challenges for MNCs, challenges associated with the need to create worldwide learning organizations in order to compete effectively, challenges associated with individual managers, and future challenges for MNCs.

In the first half of the semester, we shall provide the basics for understanding cross-cultural difference and competitiveness in international business at the level of the nations. International business theories and strategic decision consideration on investment across borders are included in this half part as well. Taking advantages of those opportunities faces enormous managerial challenges, and the second half of the semester will focus on international business strategies, for instance, licensing, joint ventures, and assorted possible entry modes modern enterprises have adopted. The goal of this course is to provide the foundations for taking effective actions in the multi-faceted world of international business.

This course uses a combination of lectures, case studies, presentation and class discussion in order to expose students to the challenges facing multinational corporations and their managers. Before entering the classroom, students should be ready about the required readings, cases or chapters for further discussion in the class. The students will be grouped by no more than 6 persons, and, if necessary, one or two of the groups will be assigned to present topics related to the textbook contents, the cases, or the supplementary readings of that very session in English, within about 15 minutes each. After that presentation, lecturing and discussion will follow, and any supplementary materials, for instance, studied cases, will be distributed if any. Also, lecturers will have the rights to adjust the processes if necessary.

課程目標 Course Objectives

本課程以策略性及環境性的角度，強調國際企業與經濟、社會、文化、政治與科技等構面的互動。並提供一套觀念性與分析性的工具，使學習者對跨國企業的經營理論與實務產生完整而深入的瞭解

	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知識與能力。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。 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。 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。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 basic 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.	○

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	Course Introduction	
2	What Is International Business? Globalization of Markets and the Internationalization of the Firm	
3	The Cultural Environment of International Business	
4	Theories of International Trade and Investment	
5	Political and Legal Systems in National Environments	
6	Government Intervention and Regional Economic Integration	
7	Understanding Emerging Markets	
8	Class Cancelled	
9	Mid-term	
10	Strategy and Organization in the International Firm	
11	Entry Mode I	
12	Entry Mode II	
13	Entry Mode III	
14	Field Trip	
15	Final Exam	
16	Term Paper Presentation	
17	Class Cancelled	
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
平時成績(含出缺席) General Performance (Attendance Record)	15%	✓		✓	✓			
期中考成績 Midterm Exam	10%	✓						
期末考成績 Final Exam	30%	✓						
作業成績 Homework and/or Assignments	25%			✓	✓			
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- Cavusgil, Knight, and Reisenberger, International Business- The New Realities, 5h edition, 2020, Pearson.

Cases- Selected cases related to issues of international business strategic management; Harvard Business School Cases (if necessary), students should pay copyrights (about US\$ 4.25) for each case; cases from other sources, such as TMCC, may be applied as well

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

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

Reference- Hill, C. W. L., Global Business Today, 12th edition, 2022, McGrawHill.

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)