②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese				學年/學其 Academic Year/S		114/1
課程名稱(英文) Course Name in English	I nternati onal	Business Man	agement	·		
科目代碼 Course Code	I B50500	系級 Department & Year		開課單位 Course-Offering Department		
修別 Type	Requi red	學分數/時 Credit(s)/Hou		•	3.0/3.0	
授課教師 Instructor	/					
先修課程 Prerequisite						

課程描述 Course Description

Today, companies are confronting an increasing array of choices of markets, of locations for value adding activities, and of modes of crossing borders. This course will emphasize the international dimensions of trades, investment, strategies and organizations, and will offer a framework for formulating strategies in an increasingly complex world economy, and for making those strategies work effectively.

The first section of the course provides 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 boarders are included in the first section as well. Taking advantages of those opportunities faces enormous managerial challenges, and the second section of the course focuses on international business strategies, for instance, licensing, joint venture, 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.

We will start with a presentation-lecture-discussion format. Students should be ready about the required readings or topics for further discussion in the class. Participants will be grouped by no more 3 persons, and the group will be assigned to present the readings or topics of that session in about 20 minutes. Lecturing and discussion will be also included in each session as well, and any supplementary documents, for instance, studied cases, will be released if any. Also, lecturers will have the rights to adjust the processes if necessary.

課程目標 Course Objectives

	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
А	Students will have advanced knowledge of international business.	
В	Students will be able to identify, analyze and solve business problems using logical and critical thinking.	
С	Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	
D	Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	

E	To build a the concept and ability for innovation and entrepreneurship	
F	Students will be able to demonstrate the advanced abilities for service design and industry analysis.	
G	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	Introduction/ C1	
2	C2	
3	C3	
4	C4	
5	C5	
6	Case I	
7	Case II	
8	C6	
9	C7	
10	Case III	
11	C8	
12	C9	
13	C10	
14	Case IV	
15	Exam	
16	Constitution Day	
17	New Year's Day	
18	Suppl ementary Teachi ng	

	教 學	策 略 '	Teaching Stra	tegies	
✓	Lecture	Gro	up Discussion		Field Trip
	Miscel I aneous:				
	教 學 創	新 自 評 Te	eaching Self-E	Evaluation	
	(Innovati ve Teaching)				
✓	(PBL)		(TBL)	✓	(SBL)
	Flipped Classroom		Mocs		
	(Social Responsibility)				
	Community Practice		Industy-	Academia Co	operation
	(Transdi sci pl i nary Proj ects)				
	Transdi sci pl i nary Teachi ng		Inter-co	ollegiate T	eachi ng
	Courses Co-taught with Indu	stry Practi	tioners		
	other:				

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	項目 配分比例 多元評量方式 Assessments								
Items	Percentage	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
() General Performance (Attendance Record)	20%								
Midterm Exam	0%								
Fi nal Exam	50%								
Homework and/or Assignments	30%								
Miscel I aneous									

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- , (5), 2025,

Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$5 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- Hill, W. L. and Hernandez-Requejo, W., Global Business Today (McGrawHill, Irwin, 2011)

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)