

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業管理			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	International Business Management				
科目代碼 Course Code	IB_50500	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
修別 Type	必修 Required	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					
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 borders 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					
引導同學進入國際企業管理之學習領域，使同學瞭解並獲得國際企業管理的基本知識，以激發同學對此一學門之廣泛興趣，並作為其他深入課題之基礎。					
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.	●

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	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(含出缺席) General Performance (Attendance Record)	20%								
期中考成績 Midterm Exam	0%								
期末考成績 Final Exam	50%								
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- 于卓民, 國際企業:環境與管理(5版), 2025, 華泰書局. 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 (McGraw-Hill, 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)									