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②國玄東華大學

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	IMM0050	系級 Department 碩士 & Year		開課單位 Course-Offering Department	資訊管理學系			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0				
授課教師 Instructor	/夏締青							
先修課程 Prerequisite								

課程描述 Course Description

The course aims to provide students with the basic knowledge of business in international markets. The course introduces students with global business, global environments, principles of foreign market entry and the conduction of business in international settings. By the end of the semester, students are expected to acquire the basic understanding of how business strategies play in international environments. It is expected that students would be able to build the business strategy of a firm for an international market.

課程目標 Course Objectives

By the end of this course students are expected to

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1

Introductory Class

- 1. Acquire the basic understanding of how business strategies play in international environment.
- 2. Apply theories, tools, and insights found in the field of international management to common real world scenarios.
- 3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries.
- 4. Be able to build the business strategy of a firm for an international market

4. Be able to build the business strategy of a firm for an international market						
	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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	•				
В	培養具備資訊專業知識與技能Nurture professional ability and skill regarding information					
С	培養具備資訊科技與管理領域之知識整合應用能力Nurture integrated ability regarding information technology and management					
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	0				
Е	培養具備獨立研究、領導智能與資訊創新的能力Nurture ability regarding independent research, leadership and information innovation	0				
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					

備註Remarks

內容 Subject/Topics

2	Globalization and International Business						
3	The Cultural Environments						
4	Activity/Movie Class						
5	The Political and Legal Environments						
6	The Economic Environments						
7	Globalization and Society						
8	Global Foreign Exchange Markets and Determination of Exchange Rates						
9	Midterm exam						
10	The Strategy of International Business						
11	Country Evaluation and Selection						
12	Export and Import						
13	Direct Investment and Collaborative Strategies						
14	Marketing Globally						
15	Project presentation						
16	Holiday						
17	National Holiday						
18	Supplementary Teaching						
	教 學 策 略 Teaching Strategies						
✓ 課堂講	授 Lecture						
✓ 其他Mis	scellaneous: <u>Case</u> , <u>debate</u> , <u>and research paper presentations</u>						
	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						
社會責任(Social Responsibility)						
✓ 在地實	踐Community Practice 產學合作 Industy-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	配分比例 Percentage	多元評量方式 Assessments							
Items		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	20%								
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	50%								Project, research paper presentation
其他 Miscellaneous (Attendance)	10%								

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.)

Title: International Business: Environments and Operations 15/e

Authors: Daniels/Radebaugh/Sullivan

Publisher: Pearson

Reference Journals: Journal of International Business Studies, Journal of Marketing, Journal of International Marketing, Industrial Marketing Management, the Journal of the Academy of Marketing Science

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)