


**國立東華大學**  
**教學計劃表 Syllabus**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                        |                             |    |                                    |                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----|------------------------------------|------------------------------------------------------------------------------------------|
| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 國際企業管理                                                                                                                                                 |                             |    | 學年/學期<br>Academic Year/Semester    | 114/1                                                                                    |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | International Business Management                                                                                                                      |                             |    |                                    |                                                                                          |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | IM_M0050                                                                                                                                               | 系級<br>Department & Year     | 碩士 | 開課單位<br>Course-Offering Department | 資訊管理學系                                                                                   |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 選修 Elective                                                                                                                                            | 學分數/時間<br>Credit(s)/Hour(s) |    | 3.0/3.0                            |                                                                                          |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | /夏締青                                                                                                                                                   |                             |    |                                    |                                                                                          |
| 先修課程<br>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<br>1. Acquire the basic understanding of how business strategies play in international environment.<br>2. Apply theories, tools, and insights found in the field of international management to common real world scenarios.<br>3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries.<br>4. Be able to build the business strategy of a firm for an international market                   |                                                                                                                                                        |                             |    |                                    |                                                                                          |
| 系專業能力<br>Basic Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                        |                             |    |                                    | 課程目標與系專業能力相關性<br>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                        |                             |    |                                    | ●                                                                                        |
| B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 培養具備資訊專業知識與技能Nurture professional ability and skill regarding information                                                                              |                             |    |                                    |                                                                                          |
| C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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 |                             |    |                                    | ○                                                                                        |
| E                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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                                             |                             |    |                                    | ○                                                                                        |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Introductory Class                                                                                                                                     |                             |    |                                    |                                                                                          |

|    |                                                                     |  |
|----|---------------------------------------------------------------------|--|
| 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
 ☒ 分組討論 Group Discussion
 ☐ 參觀實習 Field Trip
 ☒ 其他 Miscellaneous: Case, debate, and research paper presentations

#### 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<br>Items                                                                                                                                                                                                                                                                                                                                 | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |                                            |
|                                                                                                                                                                                                                                                                                                                                               |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他                                         |
| 平時成績(含出缺席)<br>General Performance<br>(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<br>Assignments                                                                                                                                                                                                                                                                                                           | 50%                |                    |          |          |          |          |          |          | Project, research<br>paper<br>presentation |
| 其他 Miscellaneous<br>(Attendance)                                                                                                                                                                                                                                                                                                              | 10%                |                    |          |          |          |          |          |          |                                            |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions                                                                                                                                                                                                                                                                                   |                    |                    |          |          |          |          |          |          |                                            |
| 教科書與參考書目 (書名、作者、書局、代理商、說明)<br>Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)                                                                                                                                                                                                                                   |                    |                    |          |          |          |          |          |          |                                            |
| Title: International Business: Environments and Operations 15/e<br>Authors: Daniels/Radebaugh/Sullivan<br>Publisher: Pearson<br><br>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)<br>Teaching Aids & Teacher's Website(Including online teaching information.<br>Personal website can be listed here.)                                                                                                                                                                                        |                    |                    |          |          |          |          |          |          |                                            |
| 其他補充說明 (Supplemental instructions)                                                                                                                                                                                                                                                                                                            |                    |                    |          |          |          |          |          |          |                                            |