Please consult Intellectual Property Rights before making a photocopy. Please use the textbook of copyrighted edition.

國立東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese				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	MGT_5378Z	系級 Department & Year		開課單位 Course-Offering Department	
修別 Type	Elective	學分數/時間 Credit(s)/Hour(s)	2.0/2.0		
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

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

☑ Lecture ☑ Group Discussion ☐ Field Trip

☐ Miscellaneous:

教 學 創 新 自 評 Teaching Self-Evaluation

(Innovative Teaching)

☑ (PBL) ☑ (TBL) ☑ (SBL)

☐ Flipped Classroom ☐ Moocs

(Social Responsibility)

☐ Community Practice ☐ Industy-Academia Cooperation

(Transdisciplinary Projects)

☐ Transdisciplinary Teaching ☐ Inter-collegiate Teaching

☐ Courses Co-taught with Industry Practitioners

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
(　　) General Performance (Attendance Record)	20%								
Midterm Exam	0%								
Final Exam	50%								
Homework and/or Assignments	30%								
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-　　,　　(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 (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)