



# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業理論			學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Theories of International Business				
科目代碼 Course Code	BM__78300	系級 Department & Year	博士	開課單位 Course-Offering Department	企業管理學系
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/林達榮				
先修課程 Prerequisite					
課程描述 Course Description					

國際企業理論 博士班經典期刊 25 篇（建議必讀）

一、跨國企業理論 (MNE Theory)

Hymer, S. (1976/1960). The International Operations of National Firms — Dissertation.  
Buckley, P. & Casson, M. (1976). The Future of the Multinational Enterprise.  
Dunning, J. (1980). Toward an Eclectic Theory of International Production (OLI). JIBS.  
Rugman, A. (1981). Inside the Multinationals: The Economics of Internal Markets.  
Caves, R. (1971). International Corporations: The Industrial Economics of Foreign Investment. Economica.

二、交易成本與內部化 (Internalization, TCE)

Coase, R. (1937). The Nature of the Firm. Economica.  
Williamson, O. (1975/1985). Markets and Hierarchies / The Economic Institutions of Capitalism.  
Hennart, J.-F. (1982). A Theory of Multinational Enterprise.  
Anderson, E. & Gatignon, H. (1986). Modes of foreign entry: A transaction cost analysis. JIBS.  
Brouthers, K. (2002). Institutional, cultural and transaction cost impacts on entry mode. JIBS.

三、國際化過程 (Uppsala, Learning & Network)

Johanson, J. & Vahlne, J.-E. (1977). The internationalization process of the firm. JIBS.  
Johanson, J. & Vahlne, J.-E. (2009). The Uppsala model revisited. JIBS.  
Johanson, J. & Mattsson, L.-G. (1988). Internationalization in Industrial Systems — Network approach.

四、全球策略與組織 (Global Strategy & Structure)

Prahalad, C.K. & Doz, Y. (1987). The Multinational Mission: Balancing Local & Global.  
Bartlett, C. & Ghoshal, S. (1989). Managing Across Borders — transnational solution.  
Porter, M. (1986). Changing patterns of international competition. California Management Review.  
Ghemawat, P. (2001). Distance Still Matters: Cultural, Administrative, Geographic, Economic (CAGE). HBR.

五、知識、能力基礎與跨國網絡 (Knowledge & Capabilities)

Kogut, B. & Zander, U. (1993). Knowledge of the firm and the evolutionary theory of the MNE. JIBS.  
Gupta, A. & Govindarajan, V. (2000). Knowledge flows within MNEs. SMJ.  
Teece, D. (1986). Profiting from technological innovation — appropriability & firm boundaries.

六、制度、文化與跨國企業 (Institutions & Culture)

North, D. (1990). Institutions, Institutional Change and Economic Performance.  
Kostova, T. (1999). Transnational transfer of organizational practices: institutional perspective. AMR.  
Hofstede, G. (1980). Culture's Consequences. (基礎文化理論, IB必讀)

七、新興市場跨國企業 (EM MNEs)

Mathews, J. (2006). Dragon Multinationals — the springboard theory. APJM.  
Luo, Y. & Tung, R. (2007). International expansion of emerging market enterprises — springboard perspective. JIBS.

課程目標 Course Objectives

因應經濟全球化趨勢，國際企業管理的重要性日益增加。本課程提供博士班學生關於國際企業管理之基礎理論架構，以理論觀點解釋當代國際企業管理之重要策略與實務，據以扎根學生日後進行國際企業相關研究所需之理論基礎

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知識與能力。Students will have basic knowledge of international business.	●
B	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.	○
C	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.	●
D	具備國際觀及外語溝通之能力。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 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	課程簡介 (02/26)	
2	跨國企業理論起源 (Foundations of MNE Theory) 第 2 週 Hymer、早期跨國企業理論 (03/05) Hymer (1976/1960) - International Operations of National Firms Caves (1971) - International Corporations	
3	第 3 週   內部化理論: Buckley & Casson、Rugman (03/12) Buckley & Casson (1976) - Internalization theory Rugman (1981) - Internal markets	
4	交易成本與所有權選擇 (TCE & Entry Mode) 第 4 週   Coase、Williamson: 企業邊界與階層 (03/19) Coase (1937) - Nature of the Firm Williamson (1985) - Economic Institutions of Capitalism (選讀章)	
5	第 5 週   FDI 進入模式 (Entry Mode) (03/26) Hennart (1982) - Theory of MNE Anderson & Gatignon (1986) - Entry mode Brouthers (2002) - Institution & TCE on entry mode	
6	國際化歷程 (Uppsala & Network Models) 第 6 週   早期 Uppsala Model (1977) (04/02) Johanson & Vahlne (1977) - Internationalization process	
7	第 7 週   Uppsala Revisited + Network Perspective (04/09) Johanson & Mattsson (1988) - Network model Johanson & Vahlne (2009) - Uppsala revisited	
8	全球策略 (Global Strategy) 第 8 週   全球整合與在地回應 (I - R Framework) (04/16)	
9	期中考試週 Midterm Exam 提交期中報告 停課 (04/23)	
10	第 10 週   全球競爭與距離效應 (04/30) Porter (1986) - Competition patterns Ghemawat (2001) - CAGE Distance	
11	知識、能力與跨國企業 (Knowledge & Capabilities) 第 11 週   能力觀 (KBV) 與知識內部化 (05/07) Kogut & Zander (1993) - Knowledge of the firm Teece (1986) - Profiting from innovation	
12	第 12 週   跨國知識流動與子公司網絡 (05/14) Gupta & Govindarajan (2000) - Knowledge flows in MNEs	
13	制度觀與文化 (Institution & Culture) 第 13 週   制度理論在國際企業中之應用 (05/21) North (1990) - Institutions Kostova (1999) - Transnational transfer of practices	
14	第 14 週   文化差異與跨國管理 (05/28) Hofstede (1980) - Culture' s Consequences	
15	新興市場跨國企業 (EMNEs) 第 15 週   Asia-Pacific 新興跨國企業理論 (06/04) Mathews (2006) - Dragon Multinationals	
16	第 16 週   中國／新興國家企業的國際化 (06/11) Luo & Tung (2007) - Springboard perspective	
17	提交期末報告 停課 (06/18)	

18	彈性上課 (06/25)	
教學策略 Teaching Strategies		
<input type="checkbox"/> 課堂講授 Lecture <input type="checkbox"/> 分組討論 Group Discussion <input type="checkbox"/> 參觀實習 Field Trip <input type="checkbox"/> 其他 Miscellaneous:		
教學創新自評 Teaching Self-Evaluation		
創新教學 (Innovative Teaching) <input type="checkbox"/> 問題導向學習 (PBL) <input type="checkbox"/> 團體合作學習 (TBL) <input type="checkbox"/> 解決導向學習 (SBL) <input type="checkbox"/> 翻轉教室 Flipped Classroom <input type="checkbox"/> 磨課師 Moocs 社會責任 (Social Responsibility) <input type="checkbox"/> 在地實踐 Community Practice <input type="checkbox"/> 產學合作 Industry-Academia Cooperation 跨域合作 (Transdisciplinary Projects) <input type="checkbox"/> 跨界教學 Transdisciplinary Teaching <input type="checkbox"/> 跨院系教學 Inter-collegiate Teaching <input type="checkbox"/> 業師合授 Courses Co-taught with Industry Practitioners 其它 other: <hr/>		

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	40%		✓	✓					
期末考成績 Final Exam	40%		✓	✓					
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions									

如教學進度所列參考文獻清單

References

1. AGARWAL, Sanjeev; RAMASWAMI, Sridhar N. Choice of Foreign Market Entry Mode: Impact of Ownership, Location and Internationalization Factors. *Journal of International Business Studies*, v. 23, n. 1, p. 1-27, 1992.
2. ANDERSEN, Otto. On the Internationalization Process of Firms: A Critical Analysis. *Journal of International Business Studies*, v. 24, n. 2, p. 209-231, 1993.
3. ANDERSON, Erin; GATIGNON, Hubert. Modes of Foreign Entry: A Transaction Cost Analysis and Propositions. *Journal of International Business Studies*, v. 17, n. 3, p. 1-26, 1986.
4. BEAMISH, Paul W.; BANKS, John C. Equity Joint Ventures and the Theory of the Multinational Enterprise. *Journal of International Business Studies*, v. 18, n. 2, p. 1-16, 1987.
5. BILKEY, Warren J.; NES, Erik. Country-of-Origin Effects on Product Evaluation. *Journal of International Business Studies*, v. 13, n. 1, p. 89-99, 1982.
6. BILKEY, Warren J.; TESAR, George. The Export Behavior of Smaller-Sized Wisconsin Manufacturing Firms. *Journal of International Business Studies*, v. 8, n. 1, p. 93-98, 1977.
7. BLACK, J. Stewart. Work Role Transitions: A Study of American Expatriate Managers in Japan. *Journal of International Business Studies*, v. 19, n. 2, p. 277-294, 1988.
8. BONACCORSI, Andrea. On the Relationship between Firm Size and Export Intensity. *Journal of International Business Studies*, v. 23, n. 4, p. 605-635, 1992.
9. DUNNING, John H. Location and the Multinational Enterprise: A Neglected Factor? *Journal of International Business Studies*, v. 29, n. 1, p. 45-66, 1998.
10. \_\_\_\_\_. Reappraising the Eclectic Paradigm in an Age of Alliance Capitalism. *Journal of International Business Studies*, v. 26, n. 3, p. 461-491, 1995.
11. \_\_\_\_\_. The Eclectic Paradigm of International Production: A Restatement and Some Possible Extensions. *Journal of International Business Studies*, v. 19, n. 1, p. 1-31, 1988.
12. \_\_\_\_\_. Toward an Eclectic Theory of International Production: Some Empirical Tests. *Journal of International Business Studies*, v. 11, n. 1, p. 9-31, 1980.
13. GERINGER, J. Michael; HEBERT, Louis. Measuring Performance of International Joint Ventures. *Journal of International Business Studies*, v. 22, n. 2, p. 249-263, 1991.
14. \_\_\_\_\_. Control and Performance of International Joint Ventures. *Journal of International Business Studies*, v. 20, n. 2, p. 235-254, 1989.
15. HOFSTEDE, Geert. The Cultural Relativity of Organizational Practices and Theories. *Journal of International Business Studies*, v. 14, n. 2, p. 75-89, 1983.
16. JOHANSON, Jan; VAHLNE, Jan-Erik. The Internationalization Process of the Firm: A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, v. 8, n. 1, p. 23-32, 1977.
17. KIM, W. Chan; HWANG, Peter. Global Strategy and Multinationals' Entry Mode Choice. *Journal of International Business Studies*, v. 23, n. 1, p. 29-53, 1992.
18. KOGUT, Bruce; SINGH, Harbir. The Effect of National Culture on the Choice of Entry Model. *Journal of International Business Studies*, v. 19, n. 3, p. 411-432, 1988.
19. KOGUT, Bruce; ZANDER, Udo. Knowledge of the Firm and the Evolutionary Theory of the Multinational Corporation. *Journal of International Business Studies*, v. 24, n. 4, p. 625-645, 1993.
20. LYLES, Marjorie A.; SALK, Jane E. Knowledge Acquisition from Foreign Parents in International Joint Ventures: An Empirical Examination in the Hungarian Context. *Journal of International Business Studies*, v. 27, n. 5, p. 877-903, 1996.
21. OVIATT, Benjamin M.; McDOUGALL, Patricia Phillips. Toward a Theory of International New Ventures. *Journal of International Business Studies*, v. 25, n. 1, p. 45-64, 1994.
22. PARKHE, Arvind. Interfirm Diversity, Organizational Learning, and Longevity in Global Strategic Alliances. *Journal of International Business Studies*, v. 22, n. 4, p. 579-601, 1991.
23. PATEL, Pari; PAVITT, Keith. Large Firms in the Production of the World's Technology: An Important Case of "Non-Globalisation". *Journal of International Business Studies*, v. 22, n. 1, p. 1-21, 1991.
24. ROSENZWEIG, Philip M.; NOHRIA, Nitin. Influences on Human Resource Management Practices in Multinational Corporations. *Journal of International Business Studies*, v. 25, n. 2, p. 229-251, 1994.
25. SHENKAR, Oded. Cultural Distance Revisited: Towards a More Rigorous Conceptualization and Measurement of Cultural Differences. *Journal of International Business Studies*, v. 32, n. 3, p. 519-535, 2001.
26. SULLIVAN, Daniel. Measuring the Degree of Internationalization of a Firm. *Journal of International Business Studies*, v. 25, n. 2, p. 325-342, 1994.

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)