

 國立東華大學  
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業學		學年/學期 Academic Year/Semester		114/2
課程名稱(英文) Course Name in English	International Business Management				
科目代碼 Course Code	BM_M0220	系級 Department & Year	碩士	開課單位 Course-Offering Department	企業管理學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/林容璟				
先修課程 Prerequisite					
課程描述 Course Description					
<p>This course is designed to study how multinational enterprises (MNEs) evaluate global business environment, take advantage of country differences, and gain advantages through worldwide configuration. Managerial issues to be discussed include location choice, entry timing, entry modes, internationalization strategy, organization design and control, and HQ-subsidiary relationship. The contents of this course are hence organized as follows:</p> <p>Part 1: The strategic imperatives Part 2: The organizational challenge Part 3: The managerial implications</p>					
課程目標 Course Objectives					
<p>We aim to build a foundation of international business knowledge to prepare students for being managers, offer a program with an emphasis on proficiency in management of international service business, and provide a program with an emphasis on management philosophy responsive to the Taiwanese business context.</p>					
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	Course Introduction				
2	Expanding abroad: Motivations, Means, and Mentalities (I)				
3	Expanding abroad: Motivations, Means, and Mentalities (II)				
4	Understanding the International Context: Responding to Conflicting Environment Forces (I)				
5	Understanding the International Context: Responding to Conflicting Environment Forces (II)				
6	Developing Transnational Strategies: Building Layers of Competitive Advantage (I)				
7	Developing Transnational Strategies: Building Layers of Competitive Advantage (II)				
8	Developing a Transnational Organization: Managing Integration, Responsiveness, and Flexibility (I)				
9	期中考試週 Midterm Exam				
10	Developing a Transnational Organization: Managing Integration, Responsiveness, and Flexibility (II)				

11	Creating Worldwide Innovation and Learning: Exploiting Cross-Border Knowledge Management (I)	
12	Creating Worldwide Innovation and Learning: Exploiting Cross-Border Knowledge Management (II)	
13	Engaging in Cross-Border Collaboration: Managing across Corporate Boundaries (I)	
14	Engaging in Cross-Border Collaboration: Managing across Corporate Boundaries (II)	
15	Building New Management Capabilities: Key to Effective Implementation	
16	Final presentation	
17	Course Review	
18	期末考試週 Final Exam	

#### 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:

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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)									
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions If your absences have four times (including) above, your grade of this course would be below "C"									
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.) Bartlett, C.A., Beamish, P.W., & Delios, A. Transnational Management: Concepts and Cases in Cross-Border Management. 9th edition. Cambridge university press. (DOI: 10.1017/9781009488600) (This textbook agent in Taiwan: Ting Lung Book Co. 滄海圖書, TEL:0932-597322 或 04-2708-8787)									
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) If your absences have four times (including) above, your grade of this course would be below "C"									