

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	跨文化管理			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Cross-Cultural Management				
科目代碼 Course Code	IB__M0030	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
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/鄭辰明				
先修課程 Prerequisite					
課程描述 Course Description					
The aims of the course are (1) to understand the impact of culture on management; to identify the areas in which cultural differences pose challenges as well as opportunities in managing people across cultures; and, to become more self-aware of our cultural conditioning, individual biases and assumptions, and (2) employ overseas visits to provide our students access the opportunity to absorb first hand know how, cultivate knowledge, and insights about cross-cultural management.					
課程目標 Course Objectives					
1.To expand student’ s understanding within the contexts of culture, culture differences and diversity. 2.To examine factors for effective cross-cultural competence & behavioral roles. 3.To celebrate and appreciate cultural diversity across border for business effectiveness.					
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進階知識。 Students will have advanced knowledge of international business.				●
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.				○
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.				○
D	具備國際視野以及外語溝通之能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.				●
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.				○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.				○
G	培養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	Introductory Class	
2	National Culture	
3	Cross-cultural Communication	
4	Cross-cultural Negotiation	
5	Written Exam	
6	Internship Abroad	
7	Internship Abroad	
8	Internship Abroad	
9	Internship Abroad	
10	Internship Abroad	
11	Internship Abroad	
12	Internship Abroad	
13	Internship Abroad	
14	Internship Abroad	
15	Internship Abroad	
16	Internship Abroad	
17	Report Presentation	

彈性
教學
規劃
Flexible
Teaching
Plan

請勾選(至少需勾選1 個項目):

Please tick the box(es). (At least one item is required.):

- ☐ 問題討論 Problem-based Discussion
☐ 翻轉教學 Flipped Classroom
☐ 展演實作 Performance / Practical Presentation
☒ 校外參訪 Off-campus Visit
☐ 講座活動 Lecture / Seminar
☐ 線上作業 Online Assignments
☐ 自主學習 Self-directed Learning
☐ 課業輔導 Academic Support
☐ 實驗操作 Experiment Operation
☐ 遠距教學(同步) Distance Learning (Synchronous)
☐ 遠距教學(非同步) Distance Learning (Asynchronous)
☐ 其他(請填寫) Others (Please specify.):

備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。

Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.

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:

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									
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	50%								
其他 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.)									
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)									