

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業管理			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	International Business Management				
科目代碼 Course Code	TRLSM0150	系級 Department & Year	碩士	開課單位 Course-Offering Department	觀光暨休閒遊憩學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/鄭辰明				
先修課程 Prerequisite					
課程描述 Course Description					
This course is designed to help students develop an understanding of the uniqueness of international business. The course content addresses the environment challenges as well as critical management issues an international business faces with. By the end of this course, students should have the basic knowledge on strategic and managerial issues of international firms that operate in a dynamic global environment.					
課程目標 Course Objectives					
By the end of this course students are expected to 1. Acquire the basic understanding of how business strategies play in international environment. 2. Apply theories, tools, and insights found in the field of international management to common real world scenarios. 3. Understand the similarities and differences among legal, political, economic, and cultural systems and management practices in different countries. 4. Be able to build the business strategy of a firm for an international market					
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	具備觀光、休閒、遊憩之理論的進階知識To Have advanced knowledge on tourism、recreation and leisure.				
B	具備邏輯思考、問題分析與解決的能力Students will be able to identify, analyze and solve business problems with logical thinking.				●
C	具備跨文化領導、溝通協調與團隊合作的能力Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.				●
D	具備國際視野與外語能力Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.				●
E	善用資訊科技進行資訊蒐集、分析與統整Use of technology for information gathering, analysis and integration.				●
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識Develop "deep recreation experience" of tourism and recreation management and planning knowledge.				○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.				○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.				○

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	Documentary Class	
3	The Cultural Environments	
4	The Political and Legal Environments	
5	The Economic Environments	
6	Globalization and Society	
7	Global Foreign Exchange Markets	
8	Determination of Exchange Rates	
9	期中考試週 Midterm Exam	
10	Country Evaluation and Selection	
11	The Strategy of International Business	
12	Country Evaluation and Selection / Export and Import	
13	Documentary Class	
14	Direct Investment and Collaborative Strategies	
15	Marketing Globally	
16	Project Presentation	
17	期末考試週 Final Exam	

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: 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 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)	10%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	20%								
其他 Miscellaneous (_____)	20%								
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.)									
Title: International Business: Environments and Operations 15/e Authors: Daniels/Radebaugh/Sullivan Publisher: Pearson 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) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									