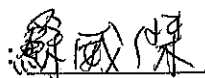


表二

## 104 學年度 商學院 英語授課課程大綱

<b>課程名稱</b> Course Title 模組 個別	(中文) 全球產業競爭與分析 (英文) Global Industry and Competition Analysis
<b>課程目標</b> Course Objectives	The course is designed to educate future leaders concerning the global context in which business is conducted.
<b>課程大綱</b> Course Description	The course will increase students' awareness of different kinds of strategies that may be applied in the global setting.
<b>上課進度</b> Weekly Course Schedule	Feb 25 Course introduction Mar 3 Lecture Mar 10 Lecture Mar 17 Lecture Mar 24 Case1: Global wine war Mar 31 Case2: The globalization of CEMEX Apr 7 Case3: ECCO A/S-Global value chain Apr 14 Case4: IKEA's global sourcing challenge Apr 21 Lecture Apr 28 Project presentation I May 5 Project presentation II May 12 Exam
<b>教學方式</b> Instructional Method	Lecture, case studying, group discussion
<b>課程要求</b> Course Requirements	Read the assigned case before the class. Participate in discussion during the class.
<b>評量方式</b> Evaluation	Exam: 20% Case assignment: 40% Project assignment: 20% Participation: 20%
<b>教材及參考書目</b> Textbooks & Suggested Materials	There is no textbook for this course. Class materials (cases) may be purchased.
<b>課程相關連結網址</b> Course Website	N/A
<b>備註</b> Remarks	N/A

申請教師簽章：



開課單位主管簽章：