

表二

105/學年度商\_\_\_\_\_學院 英語授課課程大綱

<p>課程名稱 Course Title</p> <p><input type="checkbox"/> 模組 <input type="checkbox"/> 個別</p>	<p>(中文) 國際企業策略與管理</p> <p>(英文) International Business Strategy and Management</p>
<p>課程目標 Course Objectives</p>	
<p>課程大綱 Course Description</p>	
<p>上課進度 Weekly Course Schedule</p>	<p>1.Course Overview and Administration Topics:  <ul style="list-style-type: none"> <li>• Introduction to International Business</li> </ul>                 2. Topics: Globalisation and Critical Perspectives                  3. Topics:  <ul style="list-style-type: none"> <li>• Cultural Environment</li> <li>• Political and Legal System in National Environments</li> </ul>                 4.Topics:  <ul style="list-style-type: none"> <li>• Regional Economic Integration</li> <li>• Emerging Markets</li> </ul>                 5.Topics:  <ul style="list-style-type: none"> <li>• Strategic Issues: Multinational Firm, Global Integration, Local Responsiveness, and Worldwide Learning</li> <li>• Global Strategic Issues</li> </ul>                 6. Topics:  <ul style="list-style-type: none"> <li>• Exporting and FDI</li> </ul>                 7. Topics:  <ul style="list-style-type: none"> <li>• Collaborative Strategies in IB</li> </ul>                 8. Case study                  9. Case study                  10. Exam 1                  11. Topics:  <ul style="list-style-type: none"> <li>• Managing across Boundaries: The Collaborative Challenge</li> <li>• The Issue of Inter-organizational Relationships, the Paradox of Competition and Cooperation</li> </ul>                 12. Topics:  <ul style="list-style-type: none"> <li>• Marketing Issues in International Business</li> </ul>                 13. Topics:  <ul style="list-style-type: none"> <li>• Marketing Issues in International Business</li> </ul>                 14. Topics:  <ul style="list-style-type: none"> <li>• Information Technology in International Business and Marketing</li> </ul>                 15. Topics:  <ul style="list-style-type: none"> <li>• Human Resource Management in International Business</li> </ul>                 16. Case study                  17. Topics:                  Course Debrief, Discussion on the assignment.                  18: Final exam</p>
<p>教學方式 Instructional Method</p>	<p>Lecturer Case study Group discussion</p>

課程要求 Course Requirements	Students are expected to be on time for every class. Participation in classro discussion is encouraged and will be rewarded.																					
評量方式 Evaluation	<table> <tr> <td>Mid Term Exam</td> <td>25 %</td> <td></td> </tr> <tr> <td>Final Exam ... ..</td> <td>25 %</td> <td></td> </tr> <tr> <td>Group Case/Assignment Presentation... ..</td> <td></td> <td>10 %</td> </tr> <tr> <td>Group Case Reports ... ..</td> <td>15 %</td> <td></td> </tr> <tr> <td>Individual Assignment</td> <td>15 %</td> <td></td> </tr> <tr> <td>Participation</td> <td>10 %</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> </tr> </table>	Mid Term Exam	25 %		Final Exam ... ..	25 %		Group Case/Assignment Presentation... ..		10 %	Group Case Reports ... ..	15 %		Individual Assignment	15 %		Participation	10 %		Total	100 %	
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Total	100 %																					
教材及參考書目 Textbooks & Suggested Materials	<ul style="list-style-type: none"> <li>Cavusgil, Knight and Riesenberger (2013), 3<sup>rd</sup> Ed International Business: Strategy, Management and the New Realities. 1st ed. Prentice Hall. (ISBN:9780131738607)</li> </ul>																					
課程相關 連結網址 Course Website																						
備註 Remarks																						

申請教師簽章：簡睿哲  開課單位主管簽章：