

朝陽科技大學 094學年度第2學期教學大綱

Economic and Trade Issues for Taiwan and Mainland China 兩岸經貿分析與評估

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| 當期課號 | 7044 | Course Number | 7044 |
| 授課教師 | 楊智超 | Instructor | YANG,JYH CHAU |
| 中文課名 | 兩岸經貿分析與評估 | Course Name | Economic and Trade Issues for Taiwan and Mainland China |
| 開課單位 | 企業管理系碩士班一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 讓學生充分了解兩岸經貿情勢與未來發展之展望，做好未來立足台灣，逐鹿中原，全球佈局之生涯規劃 | Objectives | Let students full understand trading and economic situation and future development between Taiwan and Mainland China. As a result, this course offers the perspective of students in career development. |
| 教材 | 商業週刊 台商個案分析選粹 Business Week | Teaching Materials | |
| 成績評量方式 | 個案分析報告與期末書面報告各百分之五十 | Grading | Cases analysis report 50% Terminal paper 50% |
| 教師網頁 | - | | |
| 教學內容 | 一 中國大陸經貿與金融情勢分析 二 中國大陸與世界經貿關連性分析 三 台灣經貿與金融情勢分析 四 台商在大陸投資與貿易現況分析 五 台商在大陸投資與貿易成功之道 六 台商在大陸投資與貿易個案分析 | Syllabus | 1. Economics, trading and financial analysis for China. 2. The linkage of China and the rest of world. 3. Economics, trading and financial analysis for Taiwan. 4. Current situation of Taiwanese businessman invest in China. 5. The case study of how to successfully manage business in China. |

尊重智慧財產權，請勿非法影印。