朝陽科技大學 096學年度第1學期教學大綱
International Business Management Research 國際企業管理研究

當期課號	7602	Course Number	7602
授課教師	龔昶元	Instructor	KUNG,CHAANG YUNG
中文課名	國際企業管理研究	Course Name	International Business Management Research
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程以策略架構分析跨國公司的經營。本課程強調跨國公司經營的三大核心主題：（1）如何成功的將本身的競爭優勢透過正確的進入方式轉移到國際市場；（2）如何整合各子公司間的競爭優勢形成全球的競爭力；（3）如何建立有效的管理機制以達成其全球組織的協調一致及市場成長。本課程透過個案討論，理論講解與口頭報告等方式，建立學生國際企業經營與決策思考的整合性能力。	Objectives	With a strategic framework, this course discusses management of international business operations within the context of a multinational corporation. More specifically, this course emphasizes on three themes that are central to the general management of a multinational corporation: (1) How to successfully manage the foreign expansion through transferring competitive advantages abroad and choosing adequate modes of entry, (2) How to manage inter-organizational linkage through different modes of actions for building and leveraging competencies, and (3) How to build and manage effective organizational mechanism and achieve corporate coherence and growth. By lecture, case study and presentation, this course aims to discuss the various important issues about the international business management. This course aims to develop an integrated ability of thinking and solving international business problems.
教材	1.cases and Exercises in International Business, Charles A.Rarick著, Prentice Hall出版，智勝文化經（主要教材） 2.Multinational Management – A strategic Approach John B. Cullen著 2end Edition華泰書局出版 3.國際化企業個案案例輯,吳萬益主編（華泰書局出版） 4.教師自編講義教材，本土企業國際化實務個案案例	Teaching Materials	1.cases and Exercises in International Business, Charles A.Rarick著, Prentice Hall 2.Multinational Management – A strategic Approach John B. Cullen著 3end Edition
成績評量方式	1.課堂參與（30%）。 2.分組專題研討心得報告（包括國際企業管理個案報告）（60%）。 3.期末考（10%）。	Grading	1.class participation (30%) 2.group discussion and case study (60%) 3. final exam (10%)
教師網頁			
教學內容	1.從文化、策略與行爲面探討國際企業管理之理論與實務。 2.透過個案討論，整合國際企業的理論與實際並了解台灣企業國際化的經驗與作法。 3.使學生能了解國際企業所面對的主要課題及如何使企業國際化與管理國際企業。	Syllabus	1.contents of International management 2. issues of enterprise internationalization 3.management of internationalization 4.by case study,this course aims to discuss the various important issues about the international enterprise management

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