朝陽科技大學 097學年度第2學期教學大綱
The View of International Business Development 國際企業發展

當期課號	7552	Course Number	7552
授課教師	卓俊雄	Instructor	CHO,CHUN HSIUNG
中文課名	國際企業發展	Course Name	The View of International Business Development
開課單位	管理學院(碩士在職專班)	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	寒假期間安排學生前往海外企業及姊妹校見學，以增進對於國際企業與學術發展之了解。	Objectives	To enhance the understanding of the development of the oversea business and academics, an abroad touring will be arranged to visit the oversea business and sister schools.
教材	演講	Teaching Materials	lecture
成績評量方式	學習評分標準 1. 訪視期間學生參與討論與提問情形(50%) 2. 期末報告與成果展示考(40%)	Grading	class attendance and presentation: 50% mid-term exam: 30% final report & exhibition: 50%
教師網頁			
教學內容	參訪大陸傑出企業及重點大學，以印證企業管理的理論與實務，並藉由大陸企業幹部的深度會談啓發經營管理之智慧，進而開拓管理學院研究生的全球化管理專業的視野。 透過本課程之介紹有助於學生了解下列問題 1.認識大陸產業市場發展概況 2.了解台灣與大陸二地產業市場發展之不同 。 3.學會如何面對三通所可能產生的問題。	Syllabus	Globalization has had extensive impact on the world of business. In order to keep our EMBA students have enough ability to face the problems caused by globalization, an abroad touring will be arranged. By visiting the prominent enterprises and academics in Mainland China, the participants will learn the development of the business and academics in mainland China. After taking this course, the students will be able to 1. identify the trends of economic and academic development in Mainland China 2.describe the differences in economic and academic development between Taiwan and Mainland China. 3.find the solutions to face the problems caused by the Three Big Communications.

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