

朝陽科技大學 098學年度第1學期教學大綱  
The Research of International Industries 國際產業研究

當期課號	7552	Course Number	7552
授課教師	朱瑞淵	Instructor	CHU,JUI YUAN
中文課名	國際產業研究	Course Name	The Research of International Industries
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	暑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 overseas business and academics, an abroad touring will be arranged to visit the overseas business and sister schools.
教材	演講	Teaching Materials	lecture
成績評量方式	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(50%)	Grading	Status of questioning and discussion in visiting period: 50% 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啟發經營管理之智慧，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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