朝陽科技大學 099學年度第1學期教學大綱
International Business Management 國際企業管理

當期課號	1167	Course Number	1167
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	國際企業管理	Course Name	International Business Management
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將使學生熟悉國際企業相關之理論與實務以增進學生日後在其事業生涯發展領域方面之知識；並藉由相關個案討論使學生在快速變遷之國際企業經營環境中更具國際觀。	Objectives	This course will enable students to acquire a familiarity with a range of theories and practices which international managers can usefully employ in their IB career and inspire a cosmopolitan and anticipatory managerial outlook in the rapidly changing world of IB.
教材	International Business A Managerial Perspective Fifth Edition Griffin、Pustay	Teaching Materials	International Business A Managerial Perspective Fifth Edition Griffin、Pustay
成績評量方式	Final and midterm examination 35% Presentation and reports 30%	Grading	Final and midterm examination 35% Presentation and reports 30%
教師網頁			
教學內容	Chapter 1: An Overview of International Business 1 Chapter 2: Global Marketplaces and Business Centers Chapter 3: Legal, Technological, and Political Forces Chapter 4: The Role of Culture Chapter 5: Ethics and Social Responsibility in International Business Chapter 6: International Trade and Investment Theory Chapter 7: The International Monetary System and the Balance of Payments Chapter 8: Foreign Exchange and International Financial Markets Chapter 9: Formulation of International Trade Policies Chapter 10: International Cooperation Among Nations Chapter 11: International Strategic Management Chapter 12: Strategies for Analyzing and Entering Foreign Markets Chapter 13: International Strategic Alliances Chapter 14: International Organization Design and Control Chapter 15: Leadership and Employee Behavior in International Business Chapter 16: International Marketing Chapter 17: International Operations Management Chapter 18: International Financial Management Chapter 19: International Accounting and Taxation Chapter 20: International Human Resource Management and Labor Relations	Syllabus	Chapter 1: An Overview of International Business 1 Chapter 2: Global Marketplaces and Business Centers Chapter 3: Legal, Technological, and Political Forces Chapter 4: The Role of Culture Chapter 5: Ethics and Social Responsibility in International Business Chapter 6: International Trade and Investment Theory Chapter 7: The International Monetary System and the Balance of Payments Chapter 8: Foreign Exchange and International Financial Markets Chapter 9: Formulation of International Trade Policies Chapter 10: International Cooperation Among Nations Chapter 11: International Strategic Management Chapter 12: Strategies for Analyzing and Entering Foreign Markets Chapter 13: International Strategic Alliances Chapter 14: International Organization Design and Control Chapter 15: Leadership and Employee Behavior in International Business Chapter 16: International Marketing Chapter 17: International Operations Management Chapter 18: International Financial Management Chapter 19: International Accounting and Taxation Chapter 20: International Human Resource Management and Labor Relations

尊重智慧財產權，請勿非法影印。