

朝陽科技大學 099學年度第2學期教學大綱
International Business Management Research 國際企業管理研究

當期課號	7049	Course Number	7049
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	國際企業管理研究	Course Name	International Business Management Research
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<p>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。</p>	Objectives	<p>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.</p>
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	<p>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</p>	Syllabus	<p>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</p>

<p>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</p>		<p>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</p>
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