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

投票数節 場面部	當期課號	7049	Course Number	7049
中文課名 関際単位 企業管理研究				YANG,JYH CHAU
## Pay *** 本課程以策略架構分析跨國公司的經常等、本課程以策略架構分析跨國公司的經常等。 本課程與演略學構分的資金		國際企業管理研究	Course Name	International Business Management Research
### Page 14	開課單位	企業管理系碩士班二A	Department	
本課程以策略架構分析跨國公司的經 會 本事程強國的國公司經營的三大 核心主題:(1) 如何成功的符本身的競爭學務達自正確的進入方式轉移 到國際市場。(2) 如何教力各各子公司開的總爭優勢形態之爭的競爭力:(3) 如何建立有效的管理機制以達 成 上主來提發·國際報告 :	修習別	選修	Required/Elective	Elective
管・本課程処理跨域公司總督的三大 核心主題:(1 知何東公的第中 到國際市場:(2)如何東台子公 可聞的競爭優勢形成全球的競爭力: (3)如何種立有效的管理機制以達 成夫全球組織的協圖一致力市場成 長。本課程透過偏案討論,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。 ** ** ** ** ** ** ** ** **	學分數	3	Credits	3
A Managerial Perspective Fifth Edition Griffin Pustay Ki模評量方式 Final and midterm examination 35% Presentation and reports 30% 教師網頁 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 Teaching Materials Fifth Edition Griffin Pustay Final and midterm examination 3 Presentation and Final midterm examination 3 Presentation and midterm examination and Final midterm examination and Final midterm examination and Final midterm examination and Final midterm examination and Presentation and Final midterm examination and Presentation and Final midterm examination and Presentation and midterm examination and Presentation and midterm examination and Presentation and Final midterm examination and Presentation and Final midterm examination and Presentation and Final midterm examination and Presentation and Final midterm examination and Final midt	課程目標	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	Objectives	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
下inal and midterm examination 35% Presentation and reports 30% Final and midterm examination 35% Presentation and reports 30% Presentation and International Business 1 Chapter 1: An Overview of International Business 1 Chapter 2: Global Marketplaces Business 1 Chapter 2: Global Marketplaces Business 1 Chapter 2: Global Marketplaces Presentes 1: An Overview of International Business 1 Chapter 2: Global Marketplaces Presentes 1: An Overview of Inte	教材	A Managerial Perspective Fifth Edition		A Managerial Perspective Fifth Edition
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 1: An Overview of International Business 1 Chapter 2: Global Marketplaces Business Chapter 3: Legal, Technological, Political Forces Chapter 4: The Role of Culture Chapter 5: Ethics and Social Responsibility in International Responsibility in International Responsibility in International Trade and Investment Theory Chapter 6: International Trade and Investment Theory Chapter 8: Foreign Exchange and International Financial Markets Chapter 9: Formulation of International Trade Policies	成績評量方式	Final and midterm examination 35%	Grading	Final and midterm examination 35%
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	教師網頁	-		
Cooperation Among Nations Among Nations	教學內容	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		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

Chapter 12: Strategies for Analyzing Chapter 12: Strategies for Analyzing and Entering Foreign Markets and Entering Foreign Markets Chapter 13: International Strategic Chapter 13: International Strategic Alliances Alliances Chapter 14: International Chapter 14: International Organization Design and Control Organization Design and Control Chapter 15: Leadership and Chapter 15: Leadership and Employee Behavior in International Employee Behavior in International Business Business Chapter 16: International Marketing Chapter 16: International Marketing Chapter 17: International Operations Chapter 17: International Operations Management Management Chapter 18: International Financial Chapter 18: International Financial Management Management Chapter 19: International Accounting Chapter 19: International Accounting and Taxation and Taxation Chapter 20: International Human Chapter 20: International Human Resource Management and Labor Resource Management and Labor Relations Relations

尊重智慧財產權,請勿非法影印。