

**朝陽科技大學 099學年度第2學期教學大綱**  
**The View of International Business Development 國際企業發展**

<b>當期課號</b>	7552	<b>Course Number</b>	7552
<b>授課教師</b>	許光華	<b>Instructor</b>	HSU,KUANG HUA
<b>中文課名</b>	國際企業發展	<b>Course Name</b>	The View of International Business Development
<b>開課單位</b>	管理學院(碩士在職專班)	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	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。	<b>Objectives</b>	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.
<b>教材</b>	以序列性邀請產學界講座方式進行	<b>Teaching Materials</b>	A series of Lectures
<b>成績評量方式</b>	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%)	<b>Grading</b>	class attendance and presentation: 50% mid-term exam: 30% final report & exhibition: 50%
<b>教師網頁</b>	-		
<b>教學內容</b>	參訪大陸傑出台商及重點大學，以印證企業管理的理論與實務，並藉由台商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. 學會如何面對全球化所可能產生的問題。	<b>Syllabus</b>	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 globalization.

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