

南台科技大學 98 學年度第 2 期課程資訊

課程名稱	國際企業管理
課程編碼	70D19101
系所代碼	07
開課班級	四技企管四甲 四技企管四乙
開課教師	簡俊成
學分	3.0
時數	3
上課節次地點	二 2 3 4 教室 S314
必選修	選修
課程概述	International business has grown rapidly in recent decades. This course is designed to improve students' understanding of the complexities presented by managing businesses in an international environment.
課程目標	The overarching mission of the course is to instill in the student the knowledge, skills and passion necessary to contribute effectively in the global marketplace. As a result of successful participation the student will: 1) Become familiar with key concepts, theoretical frameworks, main driving forces and basic operational processes of international business. 2) Obtain a broad base for further study and application of the subject.
課程大綱	01.國際企業概論 02.全球市場與商業中心 03.法律、科技與政治力 04.文化的角色 05.國際企業的道德與社會責任 06.國際貿易及投資 07.國家貿易政策的形成 08.國際合作 09.國際策略管理 10.國外市場分析與進入策略 11.國際策略聯盟 12.國際組織的設計與控制 13.國際企業中的領導與員工行為 14.國際作業管理
英文大綱	01.An overview of international business 02.Global marketplaces and business centers 03.Legal, technological, and political forces 04.The role of culture 05.Ethic and social responsibility in international business

	06.International trade and investment 07.Formulation of national trade policies 08.International cooperation among nations 09.International strategic management 10.Strategies of analyzing and entering foreign markets 11.International strategic alliances 12.International organization design and control 13.Leadership and employee behavior in international business 14.International operations management
教學方式	課堂教授,分組討論,口頭報告,
評量方法	作業／習題練習,口頭報告,課堂討論,課程參與度(出席率),
指定用書	
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	