

南台科技大學 98 學年度第 2 期課程資訊

課程名稱	跨文化管理
課程編碼	7ZM03101
系所代碼	07
開課班級	碩企管國際一甲 碩企管國際二甲
開課教師	林吉祥
學分	3.0
時數	3
上課節次地點	二 6 7 8 教室 T0203
必選修	選修
課程概述	All students are expected to keep abreast of contemporary developments in global business by reading the New York Times, Wall Street Journal, Washington Post, or other major daily, as well as selectively reading various journals such as The Economist, For
課程目標	This course focuses on the challenges and opportunities associated with organizational management and business strategy in the global environment. The International Management course is intended to be a challenging advanced management course for the undergraduate business student. Students will gain a general overview of the process and effect of internationalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in today's global environment. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to business case studies. Students will engage in active research and analytical problem solving related to managing in the international environment and will frequently be called upon to brief their findings to the class.
課程大綱	<ol style="list-style-type: none"> 1. Understand and assess the drivers and consequences of globalization, its impact on specific regions, and the emerging concerns about its influences on countries around the world 2. Compare and contrast different political, legal, and economic systems and technological forces and their impact on international management 3. Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations 4.

	<p>Describe and apply the concept of “national culture” and, using the typologies of Hofstede and Trompenaars, explain how the culture of one group of people can be distinguished from that of another, and the implications of these differences for international management</p> <p>5.</p> <p>Explain and understand the challenges of managing across cultures</p> <p>6.</p> <p>Understand the relationship between national culture and organizational culture, integrate those concepts within the context of international management decision-making, and appreciate the challenges of diversity in the modern work environment</p> <p>7.</p> <p>Describe the challenges to and apply the most important elements of effective cross-cultural negotiation and communication</p> <p>8.</p> <p>Integrate and apply the basic elements of international strategic management, including the pressures and cost/benefits of strategies that emphasize global integration versus local adaptation; describe the specialized strategies required for emerging economies and for international new ventures</p> <p>9.</p> <p>Compare and contrast the modes of entry and the basic choices for organizing firms involved in international business and describe the conditions under which specific entry modes and organizational structure are most effective</p> <p>10.</p> <p>Describe methods used to analyze and assess political risk and how MNCs apply those methods as they attempt to manage the level of political risk in developed and developing countries, appreciate the broader efforts firms make to manage their relations with host governments, and discuss the various options for managing alliances and joint ventures, especially those in which host governments are involved</p> <p>11.</p> <p>Explain and apply the mechanisms for ensuring effective control and decision-making in international organizations</p> <p>12.</p> <p>Understand the tools and techniques used to provide motivation and incentives for employees across cultures, including compensation, benefits, work teams, and other approaches</p> <p>13.</p> <p>Understand the importance of leadership to international management, including the role of different leadership types and practices and the importance of</p>
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	<p>entrepreneurial and ethical and socially responsible leadership</p> <p>14.</p> <p>Understand and describe the practices for recruiting, selecting, training and deploying employees internationally, including the challenges of expatriate placement and repatriation</p>
英文大綱	<p>1.</p> <p>Understand and assess the drivers and consequences of globalization, its impact on specific regions, and the emerging concerns about its influences on countries around the world</p> <p>2.</p> <p>Compare and contrast different political, legal, and economic systems and technological forces and their impact on international management</p> <p>3.</p> <p>Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations</p> <p>4.</p> <p>Describe and apply the concept of “national culture” and, using the typologies of Hofstede and Trompenaars, explain how the culture of one group of people can be distinguished from that of another, and the implications of these differences for international management</p> <p>5.</p> <p>Explain and understand the challenges of managing across cultures</p> <p>6.</p> <p>Understand the relationship between national culture and organizational culture, integrate those concepts within the context of international management decision-making, and appreciate the challenges of diversity in the modern work environment</p> <p>7.</p> <p>Describe the challenges to and apply the most important elements of effective cross-cultural negotiation and communication</p> <p>8.</p> <p>Integrate and apply the basic elements of international strategic management, including the pressures and cost/benefits of strategies that emphasize global integration versus local adaptation; describe</p>
教學方式	
評量方法	
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	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	