

## 南台科技大學 102 學年度第 2 學期課程資訊

課程名稱	國際企業管理
課程編碼	N0M00J01
系所代碼	0N
開課班級	碩商管國際一甲
開課教師	林吉祥
學分	3.0
時數	3
上課節次地點	四 2 3 4 教室 E0604
必選修	必修
課程概述	This course provides advanced level coverage of the application of international business management theory to deal with current and emerging issues and challenges faced by managers operating in the international business environment including: the role of the institutional and cultural environments; international strategy; market selection and market entry methods; international organization and control; and management leadership and motivation in international business contexts.
課程目標	<ol style="list-style-type: none"> <li>1. Understanding the meaning of international business.</li> <li>2. Understanding the influence of the global economy and environment.</li> <li>3. To study the business strategy of international business.</li> </ol>
課程大綱	<p>I: BACKGROUND FOR INTERNATIONAL BUSINESS            II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS            III: THEORIES AND INSTITUTIONS: TRADE AND INVESTMENT            IV: WORLD FINANCIAL ENVIRONMENT            V: GLOBAL STRATEGY, STRUCTURE, AND IMPLEMENTATION            VI: MANAGING INTERNATIONAL OPERATIONS</p> <p>Course content will vary to meet the needs of the students in specific sections</p>
英文大綱	<p>I: BACKGROUND FOR INTERNATIONAL BUSINESS            II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS            III: THEORIES AND INSTITUTIONS: TRADE AND INVESTMENT            IV: WORLD FINANCIAL ENVIRONMENT            V: GLOBAL STRATEGY, STRUCTURE, AND IMPLEMENTATION            VI: MANAGING INTERNATIONAL OPERATIONS</p> <p>Course content will vary to meet the needs of the students in specific sections</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	