

103-2 大葉大學 選課版課綱

基本資料			
課程名稱	國際企業管理	科目序號/代號	3349 /LSR5007
必選修/學分數	選修 /3	上課時段/地點	(三)789 /J310、(六)234 /J310、(日)234N5678 /J310
授課語言別	英文	成績型態	數字
任課教師 / 專兼任別	許呈瑟 / 專任	畢業班/非畢業班	
學制/系所/年班	研究所碩士班 / 外語服務產業碩士學位學程 / 1年1班		

課程簡介與目標

The course focuses on opportunities and challenges created by globalization. It examines cross-cultural and management issues related to management in an international marketplace. The aim of this course is to enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets. Special attention is placed upon different tools and analytic competences available to the different specialized managerial roles when competing internationally.





課程大綱

The course is devoted to providing a better understanding of the international environment challenges. Focus is placed on the analysis of country differences in political economy and political risks as well as cultural and social heterogeneities. In this segment, the course covers the major facets of the international management environment (legal, political, economic, and cultural). The central debates surrounding the culture construct, formal and informal institutions, economic development, and regional integrations are presented in class, along with the major frameworks that have been used to describe these phenomena. Students are exposed to a diversity of ideas about cultural values in different nations, and how those values influence management and organizational practices.

基本能力或先修課程

Basic English ability

課程與系所基本素養及核心能力之關連

-  具備基礎外語能力
-  具備職場所需之溝通表達及書寫能力
-  具備以資訊科技進行資料搜尋、分析、統整、運用的能力
-  具備實務操作能力

