

重新查詢

友善列印

### 0981學期 課程基本資料

系所 / 年級	國企系碩士班 1年級	課號 / 班別	90M00033 / A
學分數	3學分	選 / 必修	必修
科目中文名稱	國際企業管理	科目英文名稱	International management
主要授課老師	李偉權	開課期間	一學年之上學期
人數上限	25 人	已選人數	19人

### 起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M511 / 星期2第02節  
第1週 / 第18週 / M511 / 星期2第03節  
第1週 / 第18週 / M511 / 星期2第04節

請各位同學遵守智慧財產權觀念；請勿非法影印。

### 教學綱要

#### 一、教學目標(Objective)

市?全球化為企業帶來無限商機及威脅，因此要成為一位成功的經理人，必須具備國際觀及管理能力。本課程主要介紹國際企業相關理論，並討論企業在各國經濟、政治、文化等差異下各項職功能之運作，對當前全球經營環境之議題亦作深入探討。

#### 二、先修科目(Pre Course)

#### 三、教材內容(Outline)

Hill, C.W.L. (2005), *International Business: Competing in the Global Marketplace*, New York: McGraw-Hill.(以下簡稱HILL) 論文/個案選集

#### 四、教學方式(Teaching Method)

論文 個案

#### 五、參考書目(Reference)

Bartlett, C.A. and Ghoshal, S. (2002), *Managing Across Border: The Transnational Solution*, Boston: Harvard University Press.  
Gupta, A.K. and Westney, D.E. (eds., 2003), *Smart Globalization: Designing Global Strategies, Creating Global Network*, San Francisco: Jossey-Bass. (以下簡稱SG)  
Garten, J.E. (ed., 2000), *World View: Global Strategies for the New Economy*, Boston: Harvard University Press. (以下簡稱WV)  
Rugman, A.M. and Brewer, T.L. (eds., 2003), *The Oxford Handbook of International Business*, New York: Oxford University Press. (以下簡稱OHIB)

2009/9/15 課程簡介 如何做簡報 如何使用電子資料庫 文獻管理軟體簡介  
: EndNote、Reference Manager、etc

2009/9/22 國際企業文獻導讀-I □ Reading: - Dunning, J.H. (2003) 'The key literatures on international business activities: 1960-2000', (chapter 2 in OHIB) - Ricart, J.E. et al (2004) 'New frontiers in international strategy', *Journal of International Business* 35(3):

六、教學進度(Syllabi)

	175-200.
2009/9/29	國際企業文獻導讀-II □ Reading: Hennart, J.-F. (2003) 'Theories of the Multinational Enterprise', (chapter 5 in OHIB). Oviatt, B.M. and McDougall, P.P. (2005) 'Toward a theory of international new ventures', Journal of International Business 36(1): 29-41.
2009/10/6	國際企業文獻導讀-III □ Reading: Lockett, A. (2005) 'Edith Penrose's legacy to the resource-based view', Managerial and Decision Economics 26(2): 83-98. Foss, K. and Foss, N. (2005) 'Resources and transaction costs: how property rights economics furthers the resource-based view', Strategic Management Journal 26(6): 541-553.
2009/10/13	國際企業文獻導讀-IV □ Reading: Dunning, J.H. (2000) 'The eclectic paradigm as an envelope for economic and business theories of MNE activity. Rugman, A.M. and Verbeke, A. (2003) 'Location, competitiveness, and the multinational enterprise, (chapter 6 in OHIB).
2009/10/20	國際企業文獻導讀-V □ Reading: Leung et al (2005) 'Culture and international business: Recent advances and their implications for future research', Journal of International Business 36(4): 357-378. Kogut, B. (2003) 'Methodological contributions in international business and the direction of academic research activity', (chapter 27 in OHIB)
2009/10/27	Reading: HILL Chapter 1: Globalization Chapter 2: National Differences in Political Economy Chapter 3: Differences in Culture □ 個案1 :
2009/11/3	Reading: HILL Chapter 4: International Trade Theory Chapter 5: Political Economy of International Trade □ 個案2 :
2009/11/10	Reading: HILL Chapter 6: Foreign Direct Investment Chapter 7: Political Economy of Foreign Direct Investment Chapter 8: Regional Economic Integration □ 個案3 :
2009/11/17	Reading: HILL Chapter 9: Foreign Exchange Market Chapter 10: International Monetary System Chapter 11: Global Capital Market □ 個案4 :
2009/11/24	Reading: HILL Chapter 12: Strategy of International Business Chapter 13: Organization of International Business Yip, G. S. (2003) 'Global Strategy...in a world of nations?', (chapter 2 in WV). □ 個案5 :
2009/12/1	Reading: HILL Chapter 14: Entry Strategy and Strategic Alliances Chapter 15: Exporting, Importing and Countertrade □ 個案6 :
2009/12/8	Reading: HILL Chapter 16: Global Manufacturing and Materials Management □ 個案7 :
2009/12/15	Reading: HILL Chapter 17: Global Marketing and R&D □ 個案8 :
2009/12/22	Reading: HILL Chapter 18: Global Human Resource Management □ 個案9 :
2009/12/29	Reading: HILL Chapter 19: Accounting in International Business Chapter 20: Financial Management in International Business □ 個案10 :
2010/1/5	Review
2010/1/12	Final Exam

七、評量方式(Evaluation)

課堂參與 30% 個案報告40% 期末考30%

八、講義位址(http://)

九、教育目標

