國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：洪東敏

Instructor:TUNG MIN HUNG

課程名稱：國際企業概論

Course Title：Introduction to International Business

2026/11/3

課程代號：BA1900701 Course Code 學分數：3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室：T6(TR-413-1) T7(TR-413-1) T8(TR-413-1) Time/Location	
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	This course examines the distinctive circumstances of management arising from the conduct of business in more than one country. It presents a broad survey of different facets of international business environment including national differences, regional trading blocs, and home and host country policies. Additionally, students learn the theoretical and practical aspects of multinational corporations operating in an international environment, problems and risks that may be encountered and various bases for profitable operations.
課程大綱： Outline of Lectures	1.比較與瞭解國際化, 國際企業 與 國際外在環境 2.比較與瞭解各種不同國家文化的差異對國際企業的影響 3.分析與比較不同國家文化變數對國際化 與 企業的影響 4.評估不同國家文化工作的可能遭遇的障礙 1.Introduction to globalization, international business and international environment 2.compare and contrast main approaches to the study of cultural differences and their impact on business and management; 3.undertake an analysis and comparison of cultural variables and their impact on aspects of business and management; 4.assess the requirements and barriers for coping effectively with new cultural and language environments.
授課方式： Method of Instruction	講授 Lecture：25% 分組討論 Group discussion：25% 案例研討 Case study：25% 操做練習 Practical exercises：25% 講授 Lecture：%
教科書： Textbooks	
參考書目： References	International Business: Competing in the Global Marketplace, 12th Edition（許嘉文譯）
修課須知： Notice	

評量方式： Grading	1. Attendance: 20% 2. Participation: 20% 3. Case discussion: 20% 4. Project presentation:20% 5. Project paper report: 20%
備註說明： Notes	As this course is based on class activities and discussions, attendance and participation are crucial. You may miss two classes without any penalty. After that, you will be penalized 2 points from your final attendance and participation scores for each additional absence. A student who misses more than five classes will automatically fail this course, and should consider withdrawing from the course.