

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：吳又茗

Instructor:WU,YO-MING

課程名稱：地緣政治與企業經營策略

Course Title : Geopolitics and Business strategy

2026/5/6

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| 課程代號： BA5802701<br>Course Code<br>學分數： 3<br>Credits  | 必選修：選修/半學年<br>Required/Elective:Elective/Half Yr.<br>先修課程：<br>Prerequisites   |
| 節次教室： T5(TR-413-2) T6(TR-413-2) T7(TR-413-2)<br>Time/Location  |   |
| 專業核心能力： <input type="checkbox"/> 良好溝通表達之能力： <input type="checkbox"/> 口說溝通能力(Oral communication skills);<br>Core Professional Competencies <input type="checkbox"/> 倫理意識與社會責任(Ethic & Social responsibility)<br><input type="checkbox"/> 全球觀點與理解跨文化議題之能力(Global perspectives) |   |
| 課程網址：<br>Course Website <a href="https://oa.ntust.edu.tw/EMP/CourseOutline/Create">https://oa.ntust.edu.tw/EMP/CourseOutline/Create</a>  |   |
| 課程宗旨：<br>Course Objectives   | 1. To enhance students' understanding of major international geopolitical issues and their potential impact.<br>2. To analyze the management strategies within those enterpris is who influenced by geopolitics.<br>3. Due to the frequent changes in geopolitics, having a "global perspective" has become an important competitive advantage for students to connect with the workplace.  |
| 課程大綱：<br>Outline of Lectures   | 1.The structure of international issues<br>2.Current global risks and challenges--focus on impact of Inflation Reduction Act; US-China Trade War; Russo-Ukrainian War; Israel-Palestine Conflict)<br>3.AI Bletchley Declaration (signed by 28 member states on 1st, November 2023)<br>4.How the International M& A shape global industry sector<br>5.How companies can respond to Geopolitical risk and impact<br>6.Regional agreement (RCEP effectiveness; CPTPP)<br>7.Risk of populism and extremist<br>8.To analyze the global industry tendency<br>9.Global Warming and the EU Carbon Border Adjustment Mechanism (CBAM)<br>10.Geopolitics and supply chain of semiconductor industry |
| 授課方式：<br>Method of Instruction   | 講授 Lecture：70%<br>分組討論 Group discussion：20%<br>案例研討 Case study：10%<br>操做練習 Practical exercises：0%<br>講授 Lecture：%   |
| 教科書：<br>Textbooks  |   |
| 參考書目：<br>References  |   |

修課須知：  
Notice

評量方式： Class participant 40%  
Grading Mid-term report 30%  
Final report 30%

備註說明：  
Notes