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

2026/11/3

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

修課須知： Notice	
評量方式： Grading	Class participant 40% Mid-term report 30% Final report 30%
備註說明： Notes	