

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：TUONG
VY NGUYEN

Instructor: TUONG VY
NGUYEN

課程名稱：跨文化管理

Course Title : Cross-Cultural
Management

2026/5/6

<p>課程代號： BA6620701 Course Code</p> <p>學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Elective: Elective/Half Yr.</p> <p>先修課程： Prerequisites</p>
<p>節次教室： M10(MA-520) M8(MA-520) M9(MA-520) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： 此課程將幫助學生了解跨文化管理研究的相關管理議題。本課程以個案教學的方式，並透過學生分組討論、小組報告及個案分析來進行。The objective of this course is to familiarize students with various cross-cultural management perspectives. This course is employing a participative and case teaching method in which learning will be centered on the analysis of cases concerning the different management issues that may emerge in a cross-cultural organization. Course Objectives</p>	
<p>課程大綱： 此上課所用的教材為個案，內容包括國家文化與組織文化對工作、動機、領導、溝通、決策、談判與信任、衝突與衝突解決以及社會責任的影響。 Cases related to cross-cultural management will be selected for class discussion. Relate the cross-cultural understanding to analyze cases regarding how organizational and national culture impact organizations in terms of work, motivation, leadership, communication, decision-making, negotiation and trust, conflict and dispute resolution, and corporate social responsibility Outline of Lectures</p>	
<p>授課方式： 講授 Lecture：0% Method of Instruction 分組討論 Group discussion：0% 案例研討 Case study：0% 操做練習 Practical exercises：0% 講授 Lecture：%</p>	
<p>教科書： Business cases Textbooks</p>	
<p>參考書目： Supplementary materials prepared and provided by the instructor. References</p>	
<p>修課須知： Notice</p>	
<p>評量方式： Students will be evaluated based on participation in in-class discussions and group presentations. Grading</p>	

備註說明：
Notes