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

Course Title：International Business

2026/11/3

課程代號： BA6806701 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： Time/Location	W5(MA-206) W6(MA-206) W7(MA-206)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	As this course reveals the distinctive circumstances of management arising from the conduct of business in more than one country, it is designed to explore the academic issues of International Business. It presents a broad context, surveys, and studies of different facets of international business including Globalization, Political, Economic, and Legal Systems, Economic Development, Culture, Corporate Strategy, Entry Strategy and Strategic Alliances, and Organization. Students will 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 Introduction 2 Globalization 3 Political, Economic, and Legal Systems 4 Economic Development (1) 5 Economic Development (2) 6 Culture (1) 7 Culture (2) 8 Work in group 9 Proposal 10 Strategy (1) 11 Strategy (2) 12 Entry Strategy and Strategic Alliances (1) 13 Entry Strategy and Strategic Alliances (2) 14 Organization (1) 15 Organization (2) 16 Project
授課方式： Method of Instruction	講授 Lecture：0% 分組討論 Group discussion：0% 案例研討 Case study：0% 操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	

	International Business: Competing in the Global Marketplace, 13th Edition by Charles W. L. Hill, 2021 (Older editions are fine as well). Publisher: McGraw-Hill ISBN 10: 1260575861 ISBN 13: 9781260575866
參考書目： References	1. Levitt, T. (1983) The globalization of markets. Harvard Business Review, 61(May-June): 92－102. 2. Copeland, B. R. & Taylor, M. S. (2004) Trade, growth and the environment. Journal of Economic Literature, 42: 7－71. 3. Hirschman, A. O. (1994) The on-and-off connection between political and economic progress. American Economic Review, 84 (2): 343－348. 4. Romer, P. M. (1990) Endogenous technological change. Journal of Political Economy, 98(5): 71－102.
修課須知： Notice	
評量方式： Grading	Attendance: 20 points Participation: 20 points Project: 40 points (1) Proposal: 10 points (2) Presentation: 10 points (3) Paper: 20 points Group Presentation: 20 points
備註說明： Notes	This course will be instructed in English. Students must be able read, write, and speak the content in English. Since this course is designed to help students develop skills and knowledge necessary to succeed in a global and diverse business environment, students who successfully complete this course will demonstrate: 1.An understanding of the diversity & impact of economic, legal, political, & social structures. 2.An ability to construct & deliver clear, concise, and convincing communication.