

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

2026/6/22

<p>課程代號： BA6806701 Course Code 學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Elective:Elective/Half Yr. 先修課程： Prerequisites</p>
<p>節次教室： W5(MA-206) W6(MA-206) W7(MA-206) 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： 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.</p>	
<p>課程大綱： 1 Introduction Outline of Lectures 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</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： Textbooks</p>	

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.