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：何秀青,
許聿靈

Instructor:Mei H.C. Ho,Yu-Ling Hsu

課程名稱：海外企業研習(三)

Course Title：Overseas Business Studies (III)

2026/11/3

課程代號： MA6000701 Course Code 學分數： 1 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： W1() Time/Location	
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	為增進修課學生之國際化觀點和了解國際企業運作，海外研習課程著重幾個部份內容。(1)藉由課程之安排，促進學生主動進行國際交流溝通和活動統籌規劃能力； (2)運用安排參訪國外知名企業經營管理系統，了解企業經營過程及模式；(3)以跨國校際交流之互動，強化修課學生對於跨國文化和國際交流之能力。 Students will learn how the companies are established, financed and run, and how their activities are regulated. They will also know what factors are considered before business decision-making. The course includes (1) encouraging students to imporove international collaborating capabilities and organizing international interaction events; (2) visiting MNEs to strengthen the knowledge in international business; (3) interacting with universities in foreign countries to upgrade students capabilities in cross-cultural management and communicaitons.
課程大綱： Outline of Lectures	為增進修課學生之國際化觀點和了解國際企業運作，海外研習課程著重幾個部份內容。(1)藉由課程之安排，促進學生主動進行國際交流溝通和活動統籌規劃能力； (2)運用安排參訪國外知名企業經營管理系統，了解企業經營過程及模式；(3)以跨國校際交流之互動，強化修課學生對於跨國文化和國際交流之能力。 Students will learn how the companies are established, financed and run, and how their activities are regulated. They will also know what factors are considered before business decision-making. The course includes (1) encouraging students to imporove international collaborating capabilities and organizing international interaction events; (2) visiting MNEs to strengthen the knowledge in international business; (3) interacting with universities in foreign countries to upgrade students capabilities in cross-cultural management and communicaitons.
授課方式： Method of Instruction	講授 Lecture：10% 分組討論 Group discussion：20% 案例研討 Case study：50% 操做練習 Practical exercises：20% 講授 Lecture：%

教科書： Textbooks	n/A
參考書目： References	n/A
修課須知： Notice	N/A
評量方式： Grading	Final Report 50%, Course Participation and team work 50%
備註說明： Notes	The workshop content will be conducted in English