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

Instructor:Mei H.C. Ho

課程名稱：國際企業與創新發展

Course Title：International Business and Innovation Development

2026/11/3

課程代號： MA7600701 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(TR-812) W6(TR-812) W7(TR-812)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	The course aims to help students understand general theories of International Business(IB), and apply MNEs (multinational enterprises) cases to explore different innovation strategies in the global economy. The course covers several main topics for students to strengthen the knowledge on IB. The first part covers the discussions of how macro factors (e.g. government, culture, political, or economic issue) and global trend are matter for international business. The second part focuses on MNEs strategic position in global market, including organizational design, entry mode strategies (FDI, license, joint venture, etc.). The third part includes subsidiary's innovation and functional activities (e.g. marketing, HR, risk management). Students will learn MNEs' strategy theories via in-class interactions & simulation cases. Working as a group, students have to take certain management perspectives to join the debate discussion. Each team member has to take one of the management role in the virtual company and participate in global market competition via simulations. To absorb knowledge from different views, the course invites lectures to share the latest development in practices with students.
課程大綱： Outline of Lectures	The following topics will be included in the the class: 1. The macro environment challenges for MNEs. 2. What are the cultural issues should be considered in IB? 3. The role of government and social factors in IB. 4. Ethic and sustainability issues in International business 5. MNEs strategy, organizational structure, and entry mode 6. International marketing management 7. International HRM 8. Service Innovation and applications 9. Regional Integration and International Trade 10. Other issues in cross-national management 11. Simulation in International Business development
授課方式： Method of Instruction	講授 Lecture：40% 分組討論 Group discussion：20% 案例研討 Case study：10% 操做練習 Practical exercises：30%

	講授 Lecture：NO%
教科書： Textbooks	*Daniels, Radebaugh, Sullivan, International Business - Environments and Operations, Person.
參考書目： References	Parboteeah, K. P. & Cullen, J. B., Strategic International Management, 6th edition; South-Western Cengage Learnng; Discussion cases: e.g. DuPont Teflon; 3M in Taiwan, etc. van Agtmael, Antoine(2007), The Emerging Markets Century: How a New Breed of World-Class Companies Is Overtaking the World, Free Press
修課須知： Notice	NO
評量方式： Grading	課堂參與 (Class Participation) 30% 期中個別口試 (Mid-term personal exam) 25 % 期末報告/論文撰述 (Personal homework/ final term paper) 15 % 專題發表 (Group Presentation and Group work) 30%
備註說明： Notes	NO