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：ROHIT RAJ

Instructor:ROHIT RAJ

課程名稱：國際企業管理

Course Title：International Business Management

2026/11/3

課程代號： MB2111701 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	W6(IB-610) W7(IB-610) W8(IB-610)
專業核心能力： Core Professional Competencies	□解決問題之能力(Problem Solving) □管理專業知識(Comprehensive management knowledge) □良好溝通表達之能力：□口說溝通能力(Oral communication skills) □倫理意識與社會責任(Ethic & Social responsibility) □全球觀點與理解跨文化議題之能力(Global perspectives)
課程網址： Course Website	
課程宗旨： Course Objectives	本課程旨在向學生介紹國際商務（IB）的基本原理，並通過案例研究?助學生掌握管理策略的應用。學生將能夠學習到全球化貿易市場的經營及進入策略、分析全球化對企業和跨國經營的影響、商業倫理與企業社會責任(CSR)。 This course introduces the fundamentals of international business (IB) & managerial strategies through case studies. Students will: (1) Understand IB principles, including globalization, trade, & market entry strategies; (2) Analyze globalization’s impact on multinational operations; (3) Evaluate ethics & CSR; (4)Compare entry strategies for emerging & developed markets.
課程大綱： Outline of Lectures	This course provides core knowledge & skills in IB, examining global environments & strategies for successful business. Curriculum is divided into three modules: (1) Foundations of IB which covers globalization, political, legal differences, cross-cultural skills, CSR, and sustainability. (2) Trade, policy & finance focuses on international monetary system, capital markets, & risk management. (3) IB strategies exploring organizational structures, SCM, global marketing, business analytics, & HRM.
授課方式： Method of Instruction	講授 Lecture：60% 分組討論 Group discussion：10% 案例研討 Case study：20% 操做練習 Practical exercises：10% 講授 Lecture：NA%
教科書： Textbooks	Charles, E. Hill (2025): International Business: Competing in the Global Marketplace, 13th ed., McGraw Hill/Irwin. Luthans F. and Doh J. (2017). International Management, Global Edition 10th Edition. McGraw-Hill Education.

參考書目： References	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	NA
評量方式： Grading	Case Study Discussion: 20 points; Quiz: 10 points; Mid- Term Proposal: 35 points; End Term Presentation: 35 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.