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| **105-1國際企業管理** |
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| 課程代碼 | P1EM010009  | 開課系所 | 高階經營管理碩士在職專班  |
| 授課教師 | 王俊如  | 上課時間 | 608,609,60A  |
| 中文課名 | 國際企業管理  | 上課地點 | 教802  |
| 英文課名 | Multinational Corporation Management  |
| 教授班名稱 | PEM-高階經營管理碩士在職專班1   |
| 開課期限 | 0  | 學分 | 3  | 時數 | 3  |
| 課程類別 | 一般  | 人數上限 | 55  | 選課類別 | 選修  |
| 課程內涵 | 一般課程  | 人數下限 | 5  | 是否校外實習 | 否  |
| 全英語課程 | 否  | 寒暑期課程 | 否  | 遠距教學課程 | 否  |
| 選課人數 | 0(此人數為查詢當下的人數，不一定等於現在即時加退選的人數，僅供參考) |
| 備註 |   |
| 合授教師姓名 |   |
| 核心能力雷達圖 |  | R1：管理決策能力(0)R2：領導能力(0)R3：國際化能力(0)R4：創新能力(0)R5：團隊合作與專業倫理(0) |
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| 課程綱要 |
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| 教學目的Objective | 中 文 | 使學員熟悉全球企業管理的基本分析工具與原理，並具備為全球企業辨別問題、分析問題與解決問題的能力。  |
| English | Students will familiar with basic concepts and analytical tools of multinational corporation management, and be able to identify, analyze and solve problems of international business.  |
| 先修科目Prerequisite | 中 文 | 無。  |
| English | None.  |
| 教科書目Textbooks |

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| 順序編號 | 書名 | 作者 | 出版社 | ISBN | 出版年 |
|   | 自編講義  | 王俊如  |   |   |   |

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| 參考用書Reference books |

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| 順序編號 | 書名 | 作者 | 出版社 | ISBN | 出版年 |

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| 上課方式Teaching Method | 中 文 | 課堂講授、個案討論、分組報告。  |
| English | Lecture, case study, group project.  |
| 課程進度Syllabus | 中 文 |

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| 1 | 課程介紹與班級編組  |
| 2 | 管理的功能／個案討論：專案團隊  |
| 3 | 管理的本質／個案討論：大永百貨公司＊  |
| 4 | 策略管理／課堂講授  |
| 5 | 全球產業分析／課堂講授  |
| 6 | 全球產業分析／個案討論：百貨業＊  |
| 7 | 國際策略規劃／個案討論：超群飼料公司  |
| 8 | 全球成長策略／個案討論：清晰數據公司＊  |
| 9 | 期中報告  |
| 10 | 全球組織結構／個案討論：名仁機器公司  |
| 11 | 全球組織設計／個案討論：自負盈虧的成本中心＊  |
| 12 | 激勵理論／個案討論：選擇激勵方法  |
| 13 | 領導與溝通／個案討論、領導與溝通綜合個案＊  |
| 14 | 激勵制度／個案討論：物流車隊績效獎金  |
| 15 | 消費者行為／個案討論：班德墊子公司  |
| 16 | 品牌授權／個案討論：全面授權＊  |
| 17 | 期末報告  |
| 18 | 期末報告  |

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| English |

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| 1 | Course introduction  |
| 2 | Nature of management / case study  |
| 3 | Function of management / case study  |
| 4 | Strategic management  |
| 5 | Global strategic planning / case study  |
| 6 | Global industrial analysis  |
| 7 | Global industrial analysis / case study  |
| 8 | Global growth stategy / case study  |
| 9 | Mid term group project report  |
| 10 | Organizational struture of MNC / case study  |
| 11 | Organizational design of MNC / case study  |
| 12 | Cross cultural management I  |
| 13 | Cross cultural management II  |
| 14 | Motivation / case study  |
| 15 | Leadership / case study  |
| 16 | Consumer behavior / case study  |
| 17 | Global branding /case study  |
| 18 | Term projcet report  |

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| 考試及成績計算方式Evaluation | 中 文 | 課堂參與：40% 個案報告：30% 期中報告：10% 期末報告：20%  |
| English | Participation 40% Case report 30% Mid term report 10% Term projcet 20%  |
| 參考網址http:// |   |
| 備考： |  |

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| https://acade.niu.edu.tw/NIUData/NIU1/images/index_tb7.jpg |  |