**文藻外語大學新增課程申請表－選修課程**

Wenzao Ursuline University of Languages New Course Application Form - Elective Course

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| 中文課程名稱Chinese Name of Course | 國際企業 | 模組名稱Module Name | 東南亞企業與產業模組 |
| 英文課程名稱English Name of Course | INTERNATIONAL BUSINESS |
| 學制School System | **【Day School】**□日二技2-Year College□日四技4-Year College□日五專5-Year Junior College■研究所Graduate Institute | **【Division of Continuing Ed.】**□進二技2-Year College□進四技4-Year College | 年級Year | 1 |
| 必修/選修Required or Elective Course | □必修Required course■選修Elective course | 學分/時數Credits/Hours |  3學分(每學期)/Credits per semester/3小時(每週)Hours per week |
| 學期/學年Course Type | □學年Year-long course■學期 semester course | 開課單位Dept. of Offering Courses | 東南亞碩士學位學程 |

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| 課程概要Course Content | 本課程提供國際企業專業知識給學生，並透過教學個案提升學生分析與管理能力。這學期涵蓋的主題如下：* + - 1. 導論：什麼是國際企業?
			2. 國際貿易理論與國際投資
			3. 政府干預與區域經濟整合
			4. 國際企業的策略與組織
			5. 海外直接投資與合資
			6. 授權、特許經營與其他合約型策略

This course offers critical knowledge of international business ~~to you~~ and uses teaching cases to enhance students’ analytical and managerial capability. This semester covers the following topics :* + - 1. Introduction: what is the international business?Theories of international trade and investment
			2. Government intervention and regional economic integration
			3. Strategy and organization in the international firm
			4. Foreign direct investment and collaborative ventures
			5. Licensing, franchising, and other contractual strategies
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| 課程目標Course Objectives | 熟悉國際企業的主要專業知識與概念。嘗試運用所學國際企業相關的工具或概念去解決問題。期許學生未來能成為一個有能力擬定策略的決策者。1. To be professionally familiar with the concepts of international business.
2. To have gained some experience in using tools, techniques, and ideologies of international business to solve problems.
3. To have gained some experience in acting as key decision-makers and figuring out a workable and logical strategy from a collection of possible options.
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| 配對之能力指標Corresponding Skill Indicator / Standard | 3-1-1 具備東南亞企業管理相關理論基本認知與基礎實作之能力7-1-1 具備理解經濟學基本法則以及市場運作原理之能力7-1-2 具備理解總體經濟現象與具備運用經濟學來解釋社會現象的能力 |
| 對應的產業別Corresponding to Industry | 國際事務產業、商務暨商務管理產業 |
| 產業對應的知能Knowledge Corresponding to Industry | 國際事務產業182國際事務領域專業溝通能力183國際事務訊息吸收與分析能力商務暨商務管理產業255經營管理知能 |
| 對應的升學領域Corresponding Grade Promotion Area | 國際經貿、外交 |
| 對應升學領域的知能Knowledge of Corresponding Grade Promotion Territory | 21外交能力22國際企業管理能力28策略、規劃研究能力 |

✶寫法可參考校務系統課程地圖課程知能檢核表第四張頁籤「系培育目標、能力指標與課程搭配表」。