**文藻外語大學新增課程申請表－必修課程**

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

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| 中文課程名稱Chinese Name of Course | 台商企業與東南亞專題 | 模組名稱Module Name | 必修 |
| 英文課程名稱English Name of Course | SEMINAR ON TAIWAN OVERSEAS COMPANY IN SOUTHEAST ASIA |
| 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 | 本課程研討台商企業在東南亞投資的發展與現況，特別著重於分析影響台商投資決定的因素，瞭解台商如何適應當地環境，包括政治、社會與文化等層面的企業發展策略。This course is a seminar on the development and current situation of Taiwanese companies' investment in Southeast Asia, with focus on analyzing the factors affecting investment decisions and understanding how Taiwanese companies adapt to the local environment, including political, social and cultural, develop business strategies.  |
| 課程目標Course Objectives | 1. 瞭解企業發展理論。
2. 瞭解台商企業在東南亞的發展策略。
3. 習得跨文化知識與增進國際觀。
4. To understand the theories of Enterprise Development.
5. To familiarize with the development strategies of Taiwan enterprises in Southeast Asia.
6. To acquire intercultural and cross-cultural knowledge and enhance international perspectives.
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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5-1-3 具備理解、比較與分析在地與國際文化現象與文化事務專題之能力 |
| 對應的產業別Corresponding to Industry | 商務暨商務管理產業 |
| 產業對應的知能Knowledge Corresponding to Industry | 商務暨商務管理產業159商業知識運用255經營管理知能 |
| 對應的升學領域Corresponding Grade Promotion Area | 區域研究、國際經貿、外交 |
| 對應升學領域的知能Knowledge of Corresponding Grade Promotion Territory | 15策略、規劃研究能力17外交能力22國際企業管理能力 |

✶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」。