

# International Business Management

Undergraduate, 2005 fall

Instructor: Jyh-Liang Guan Ph.D.

Associate Professor, Dept. of Business Administration, Kainan University.

## I. Course Objectives

More and more firms are involved with international business. Limited market size and natural resources make it imperative for Taiwanese firms to penetrate foreign markets as well as faced competition from many foreign MNCs in domestic market. This course, International Business, is designed to enhance the understanding of international business. The specific objectives are two:(1) to acquaint the student with the knowledge and skills needed for international management, and (2) to evaluate the impact of environmental changes on international business and derive strategies to respond to these change.

## II. Evaluation

	<u>Percentage</u>
Class participation and preparation ( including class attendance and test)	25
Midterm Exam	30
Final Exam	30
Assignment(s)	<u>15</u>
Total	100

## III. Text

于卓民(原著：Griffin, R. W. and Pustay, M. W)，國際企業管理導論，智勝文化，民91年。

## IV. Course Format

The format of class sessions includes lecture material supplemented by cases for illustrating certain topics. Students' participation is mandatory and students are expected to read the textbook and prepare the cases before class. The instructor will make cold calls to ensure that the students have made adequate efforts to attend the class. To facilitate teaching, please use a name card during every class.

Case preparation can be done by groups of students. I do not ask you to conduct a comprehensive analysis for each case. You only have to prepare answers to the questions listed and write-up is not always needed. Active participation in case discussions can demonstrate your degree of preparation. The instructor may ask you

to discuss some case materials or address other questions in class.

Assignment(s) are team works. The size of a report should be limited to 8 typed-pages, excluding tables, figures and references. The topics will be announced in class. Please remember that: (1) give appropriate credits to other researchers; (2) no packaging is needed; and (3) submit assignments on time and no late submission will be accepted.

Essay-type of questions and multiple choices will be given in the midterm and final examinations.

As a courtesy to your instructor and classmates, please abide by the following rules:

- (1) Do not miss classes and no entry if late for more than 15 minutes;
- (2) Turn off pages or cellular phones; and

Any violation of the above rules will seriously adversely affect your grade. If you miss the class for three times, consider dropping the course.

#### V. Class Schedule

Week	日期	Topic
1	09/19	課程介紹、國際企業概觀 (Ch1)
2	09/26	國際貿易與投資理論 I (Ch.4)
3	10/03	國際貿易與投資理論 II (Ch.4)
4	10/10	國慶日放假
5	10/17	國外市場的分析與進入策略 (Ch.10)
6	10/24	文化的角色 (Ch.3) 個案討論 I
7	10/31	國際貨幣制度和國際收支平衡表 (Ch.5)
8	11/07	外匯市場與國際金融市場 (Ch.6)
9	11/14	期中考試
10	11/21	國際貿易政策的形成 (Ch.7)、國家間的國際合作(Ch.8)
11	11/28	國際策略管理 (Ch.9)
12	12/05	國際策略聯盟 (Ch.11)
13	12/12	國際企業的組織設計 (Ch.12)
14	12/19	國際企業的控制 (Ch.13)
15	12/25	國際行銷管理 (Ch.14)
16	01/02	國際人力資源管理 (Ch.16)
17	01/09	分組報告
18	01/16	期末考試