

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	11110EMD 501100	學分 Credit	3	人數限制 Size of Limit	30
中文名稱 Course Title	跨國企業管理				
英文名稱 Course English Title	Management of Multinational Enterprises				
任課教師 Instructor	Abdul Rasheed				
教師聯絡方式 Contact Information	abdul@uta.edu				
上課時間 Time	SaSbSc	上課教室 Room	台積館 430		
先修科目 Prerequisite(s)	N/A				
本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives					
TBD.					
課程目標 Course Objectives					
TBD.					
課程說明 Course Description					
<p>The focus of this course is on the challenges associated with the formulation and implementation of strategies in business enterprises whose operations stretch across national boundaries. This course aims to provide students with the knowledge, skills, and sensitivities needed to manage more effectively in an international environment.</p> <p>The course is divided into two broad segments. In the first segment, we focus on macro-level issues with “country” as the unit of analysis. Issues covered will include cultural differences, national competitiveness, and the increased use of government industrial and economic policy to affect business outcomes. The second segment will focus on issues of strategy formulation and implementation in the global context including changes in global industry structures, challenges involved in satisfying the conflicting demands of home and host country governments, political risk management, market entry strategies, etc. The unit of analysis here will be the “firm.” We shall look at problems involved in managing a strategy confronted with a complex set of demands and constrained by barriers of distance, language, culture and legal systems. This involves the analysis of various functional strategies as well as structures and systems which facilitate appropriate allocation of decision responsibility and avoid divergence between international strategic direction and subsidiary strategy.</p>					
指定用書 Textbooks					
Hill, C.W.L. International Business. (13th edition) McGraw-Hill 2021.					

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參考書籍 References
TBD.
教學方式 Teaching Approach
TBD.
評分標準 Grading
The final grade for the course will be based on performance in the following: Exams : 60 Term Paper : 40
教學進度 Course Schedule
TBD.
課程相關連接 Course Related Links
TBD.