

**National Tsing Hua University**  
**College of Technology Management**  
**Course Syllabus**

|   |                                       |              |   |                       |    |
|---|---------------------------------------|--------------|---|-----------------------|----|
| 科號<br>Course Number   | 11220IMBA500800                       | 學分<br>Credit | 3 | 人數限制<br>Size of Limit | 30 |
| 中文名稱<br>Course Title  | 跨國企業管理實務                              |              |   |                       |    |
| 英文名稱<br>Course English Title  | Multi-national Corporation Management |              |   |                       |    |
| 任課教師<br>Instructor  | 許智強                                   |              |   |                       |    |
| 教師聯絡方式<br>Contact Information   | khsu@gapp.nthu.edu.tw                 |              |   |                       |    |
| 上課時間<br>Time  | R6R7R8                                | 上課教室<br>Room |   |                       |    |
| 先修科目<br>Prerequisite(s)   | Economics                             |              |   |                       |    |
| 本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives  |                                       |              |   |                       |    |
| <p>This Course is intended to help students develop the essential skills needed to formulate and implement successful strategic moves in the new competitive and interlaced global environment.</p> <p>Students will be asked to work individually and in team discussions and presentation by reading up-to-date business journals and Harvard Business School case studies.</p>   |                                       |              |   |                       |    |
| 課程目標 Course Objectives  |                                       |              |   |                       |    |
| <p>Defining the nature of today's business are the globalization of markets and businesses and digitalization of contents and transactions, especially after CoVID-19 pandemic, Russia-Ukraine War, and Trade War between China and USA. This Course is intended to help students appreciate the benefits of multinational cultures and diversity of talents. To further prepare them in facing the requirements of Sustainable Development Goals (SDGs) and NetZero Carbon Emission requirements in the coming decades.</p>  |                                       |              |   |                       |    |
| 課程說明 Course Description   |                                       |              |   |                       |    |
| <p>This course focuses on the challenges and opportunities associated with organizational management and business strategy in the global environment. This course is intended to be a challenging advanced management course for the undergraduate business student and MBA student. Students will gain a general overview of the process and effect of internationalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in today's global environment. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to business case studies. Students will engage in active research and analytical problem solving related to managing in the international environment and will frequently be asked to conduct group discussion and present their findings to the class.</p> |                                       |              |   |                       |    |

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指定用書 Textbooks

1. F. Luthans and J.P. Doh, "International Management Culture, Strategy, and Behavior"
2. C.A. Bartlett and P.W. Beamish, "Transnational Management", 6th Edition

參考書籍 References

1. John B. Cullen and K. Praveen Parbottrah, " Multinational Management—A Strategic Approach"
2. Bruce Usher, "Investing in the Era of Climate Changes"
3. Reed Hasting & Erin Meyer, "No Rules Rules"

教學方式 Teaching Approach

Lecture, Case Study, Group Discussions, and Individual Presentation

評分標準 Grading

- 40% Class Participation
- 40% Performance of Case Discussions
- 20% Individual Presentation

教學進度 Course Schedule

Week 1: Introduction  
Week 2: Culture and Multinational Corporation Management  
Week 3: Organizational Culture and Design of MNC Organizational Structure  
Week 4: Change Management of MNCs: Geopolitics & Digital Transformation  
Week 5: Entry Strategies for Global Enterprises  
Week 6: Strategic Alliances and Industrial Collaboration  
Week 7: Multinational E-Commerce & M-Commerce  
Week 8: Mid-Term Report  
Week 9: International Negotiation and Cross-Cultural Communications  
Week 10: International HR Management (Leadership/Motivation)  
Week 11: Guest Speaker  
Week 12: Mergers & Acquisition on Global Scale  
Week 13: NetZero Supply Chain Reformation for MNCs  
Week 14: Field Trip  
Week 15: Changes in Global Financial Sector & Fintech  
Week 16: Final Presentation

課程相關連接 Course Related Links

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| <b>此科目對應之系所課程規畫所欲培養之核心能力 Core capability to be cultivated by this course</b>   | <b>權重 (百分比)<br/>Percentage</b> |
|--|--------------------------------|
| <p>以堅實理論為基礎，理解財金體系運作機制，應用財金分析技術，實際解決財金問題。</p> <p>To understand the mechanism of the finance system through solid theoretical foundation and to apply quantitative financial analysis to solve real-world financial issues.</p>               | 0%                             |
| <p>具備厚實財金基礎知識，包括財務管理與公司理財、衍生性商品訂價與風險管理</p> <p>To learn the knowledge of financial management, corporate finance, financial derivatives, and risk management.</p>   | 10%                            |
| <p>具備創新管理，開發新領域的能力</p> <p>To acquire the ability to innovate, integrate, and develop new research areas.</p>   | 25%                            |
| <p>培養跨領域工作的能力</p> <p>To develop the ability to work across different disciplines.</p>  | 40%                            |
| <p>具備團隊合作的精神，有效溝通的能力，以及人文素養與國際觀。</p> <p>To develop teamwork spirit, to acquire the ability to communicate effectively, and to have broad knowledge across humanities, social science and natural science with international perspective.</p> | 25%                            |