

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number		學分 Credit		人數限制 Size of Limit	
中文名稱 Course Title	國際企業管理				
英文名稱 Course English Title	International Business Management (for MBA students in Hsinchu)				
任課教師 Instructor	王振源				
教師聯絡方式 Contact Information	wcy@mx.nthu.edu.tw				
上課時間 Time	TBA	上課教室 Room	TBA		
先修科目 Prerequisite(s)	TBA				
本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives					
<ol style="list-style-type: none"> 1) Able to recognise the importance of emerging market 2) Able to discuss growth strategies and techniques organizations use as they expand and go international 					
課程目標 Course Objectives					
<p>To provide an overview of emerging market</p> <p>To learn marketing practices in selected countries</p> <p>To learn business models and growth strategies</p>					
課程說明 Course Description					
<p>This course is prepared for MBA students (and business people) who want to understand the dynamics of emerging market and what possible growth strategies in venturing their businesses abroad. Students will understand the business landscape and know the local champions in selected economies. They will learn how enterprising companies ventured and what strategies they adopted to establish their businesses in emerging market.</p>					
指定用書 Textbooks					
<p>Chien, W., Shih, S. and Chu, P-Y. (2005), Business Growth Strategies for Asia Pacific, Wiley & Sons: Singapore</p> <p>Kotler, P., Kartajaya, H. and Huan, H-D. (2015), Think New ASEAN, Mc Graw Hill</p>					

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參考書籍 References

Wong, P.-K. (1999). Technological capability development by firms from East Asian NIEs: Possible lessons for Malaysia. In K. S. Jomo & G. Felker (Eds.), *Technology, competitiveness and the state* (pp. 53–64). London: Routledge.

Lall, S., & Urata, S. (Eds.). (2003). *Competitiveness, FDI and technological activity in East Asia*. Cheltenham, UK: Edward Elgar.

Lee, K. (2005). Making technological catch-up: Barriers and opportunities. *Asian Journal of Technology Innovation*, 13(2), 97–131.

教學方式 Teaching Approach

Lecture
Case studies

評分標準 Grading

Participation: 60%
Presentation: 40%

教學進度 Course Schedule

How organizations go international

- Lecture- How organizations venture.
- Learning types of business model- tools and strategies
- Preparing business plan and presentation

Learning Business Landscape

- Learning Business Landscape and Knowing Local Champions
- Learning different marketing practices
- (Re)Thinking Marketing - preparing marketing plan and presentation

課程相關連接 Course Related Links

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Assignment

- 1) Participation (60%)
 - Attendance (10%+10%)
- 2) Q&A in class or at eclass forum (20%+20%)
- 3) Group Presentation (40%)
 - Group of 3 to 4 members (8-10 min for each group)
 - Presenting group work in the class (20%+20%)
 - For each 20%: Content and Delivery (15%) ; Q&A (5%)