

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS MANAGEMENT	Instructor	I-FANG HO
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	<p>SDG8 Decent work and economic growth</p> <p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG11 Sustainable cities and communities</p> <p>SDG12 Responsible consumption and production</p>		
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:50.00)</p>			

Course Introduction	We introduce the basic concept and theory of IB and practical cases.
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To understand the basic theory of IB, and discussion of business case.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21~ 111/02/25	Introduction	
2	111/02/28~ 111/03/04	Understanding the global environment	
3	111/03/07~ 111/03/11	IB theory	
4	111/03/14~ 111/03/18	IB Theory	

5	111/03/21 ~ 111/03/25	IB Strategy	
6	111/03/28 ~ 111/04/01	IB Strategy	
7	111/04/04 ~ 111/04/08	Global and Regional Integration	
8	111/04/11 ~ 111/04/15	Global and Regional Integration	
9	111/04/18 ~ 111/04/22	Review	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Culture	
12	111/05/09 ~ 111/05/13	Culture	
13	111/05/16 ~ 111/05/20	Entry Strategy	
14	111/05/23 ~ 111/05/27	Entry Strategy	
15	111/05/30 ~ 111/06/03	Global Marketing	
16	111/06/06 ~ 111/06/10	Global HR	
17	111/06/13 ~ 111/06/17	Review	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		International Business, Cullen and Parboteeah.	
References			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other (group presentation) : 20.0 %	

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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