

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS MANAGEMENT	Instructor	HSIAO, I-FAN
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	<p>SDG1 No poverty</p> <p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG11 Sustainable cities and communities</p> <p>SDG16 Peace, justice and strong institutions</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	The course provides concepts of international business management, and to explain why globalization are important. The class emphasizes the applications and tactics by means of realistic cases rather than formal theories. Students are expected to be capable of explaining how business management applies to international real market and understand challenges and opportunities in international business management.
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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 let students understand how business management applies to international real market and understand challenges and opportunities in it.	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, Experience	Testing, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Course Introduction & Globalization	
2	111/02/28 ~ 111/03/04	Difference in Cultural, Political, and Economic Systems	
3	111/03/07 ~ 111/03/11	Ethic, Corporate Social Responsibility, and Sustainability	
4	111/03/14 ~ 111/03/18	International Trade Theory	
5	111/03/21 ~ 111/03/25	Government Policy and International Trade	

6	111/03/28 ~ 111/04/01	Foreign Direct Investment	
7	111/04/04 ~ 111/04/08	Teaching Observation Week - No class	
8	111/04/11 ~ 111/04/15	Regional Economic Integration	
9	111/04/18 ~ 111/04/22	The Foreign Exchange Market	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	The International Monetary System	
12	111/05/09 ~ 111/05/13	The Strategy of International Business	
13	111/05/16 ~ 111/05/20	Entering Developed and Emerging Markets	
14	111/05/23 ~ 111/05/27	Exporting, Importing and Countertrade & Global Production and Supply Chain Management	
15	111/05/30 ~ 111/06/03	Dragon Boat Festival - No class	
16	111/06/06 ~ 111/06/10	Global Marketing and Business Analytics	
17	111/06/13 ~ 111/06/17	Global Human Resource Management	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	1: Attend the class and be on time 2: Respect others 3: Implementing anti-epidemic policy 4: Roll call will be made every week due to the real-name system policy under covid-19 pandemic.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	"Global Business Today 12th Edition" by Charles W. L. Hill , ISBN: 9781264067503		
References	"International Business: Environments and Operations" by Daniels, Radebaugh and Sullivan, ISBN : 9780133457230		
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 % ◆ Final Exam : % ◆ Other 〈Group Written Report〉 : 40.0 %		

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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