

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:30.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:5.00)</p> <p>3. A vision for the future. (ratio:10.00)</p> <p>4. Moral integrity. (ratio:15.00)</p> <p>5. Independent thinking. (ratio:10.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:15.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

**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.

**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	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction	
2	112/02/20 ~ 112/02/26	Chapter 1:The Rise of Globalization	

3	112/02/27 ~ 112/03/05	Chapter 2: The Evolution of International Business	
4	112/03/06 ~ 112/03/12	CHAPTER 3 Regional Economic Integration	Small quiz 1
5	112/03/13 ~ 112/03/19	CHAPTER 4 The International Flow of Funds and Exchange Rates	
6	112/03/20 ~ 112/03/26	CHAPTER 5 The Cultural Environment	Small quiz 2
7	112/03/27 ~ 112/04/02	CHAPTER 5 The Cultural Environment	
8	112/04/03 ~ 112/04/09	Holiday	
9	112/04/10 ~ 112/04/16	CHAPTER 6 The Legal and Political Environment of Global Business	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	CHAPTER 7 Corruption and Ethics in Global Business	
12	112/05/01 ~ 112/05/07	CHAPTER 8 Entry Strategies in Global Business	Samll quiz 3
13	112/05/08 ~ 112/05/14	CHAPTER 9 Control of Global Business	
14	112/05/15 ~ 112/05/21	CHAPTER 9 Control of Global Business	Samll quiz 4
15	112/05/22 ~ 112/05/28	Group report (G1-G3)	
16	112/05/29 ~ 112/06/04	Group report (G4-G6)	
17	112/06/05 ~ 112/06/11	Group report (G7-G9)	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	Attend the class and be on time		
Teaching Facility	Computer		
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 40.0 % ◆ Final Exam :   % ◆ Other 〈Group Report〉 : 40.0 %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>