

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>113</u> 學年度 Academic year <u>2</u> 學 期 Semester	
課程名稱 Course Title	中文 Chinese	國際企業管理	學分數/時數 Credit(s)/Hour(s)	
	英文 English	International Business Management		
永久課號 Course Number	132B00059		開課班級 Class 碩一甲	
必修/選修 Required/Elective	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective		教師所屬系所 Department 行銷系、國管學程、國企系	
授課教師姓名 Teacher's Name	邱彥婷	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct	<input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
	阮明勇(外籍專案教師)		<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct	<input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
	李政勳		<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct	<input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No			
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input checked="" type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.			
<input checked="" type="checkbox"/> 申請時之前二次所授該門課程英語或中文教學意見調查量化分數全部達三點五分 Quantitative scores of surveys on teaching opinions of courses taught in the previous two semesters before application were all 3.5 points <input type="checkbox"/> 申請時之前未於本校授課 Did not teach at our school before the application <input type="checkbox"/> 新開課課程 New Course				

簡述課程以 <u>EMI</u> 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)	All IMBA courses are required to be English-teaching only.
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英語授課大綱 (Course Description)

1.教學目標(Teaching objectives)

1-6 weeks: The goal is this course is to acquaint students with the underlying theoretical frameworks of international trade, the dynamic environment in which international trade takes place, and the management of business functions in a global market context. From a business operational viewpoint, this course introduces students to special topics in international marketing, human resource development, and international financial management.

7-12 weeks: In this course students learn how to operate a business in a global market environment. This course equips students with the knowledge and managerial tools they need to analyze the complex global trade environment, identify the business problems, and work out effective solutions.

In addition to class lecture, reading assignments on contemporary issues as well as company case studies will facilitate students' understanding of the challenges in international business management. In-class discussions and group assignments will give students an opportunity to share viewpoints among peers and work out solutions in a team.

13-18 weeks:

1. To introduce the basic international finance and foreign exchange concepts.
 2. To introduce the basic international finance and foreign exchange applications.
- To introduce the techniques of analyzing international finance and foreign exchange cases.

2.教學綱要(Syllabus)

1-12weeks:The teaching content covers two main areas: the underlying theoretical frameworks of international trade, and the management of business functions in a global market context. As such, the students become familiar with topics such as international trade theories, trade barriers and regional cooperation, the impact of culture on businesses, growth strategies in international markets, and global innovation strategies. From a business operational viewpoint, this course introduces students to key concepts in international marketing, branding, global human resource development, and international financial management.

13-18 weeks:

This course section is designed to introduce the basic international finance and foreign exchange practices for international financial management students. Relevant concepts and applications in international business, general management, and other areas are illustrated as examples. The emphasis of this course is on the understanding and applications of international finance and foreign exchange practices.

3.教科書(Texts)

1-6 weeks: will be provided by the lecturers

7-12 weeks: International Business: The New Realities (Global edition)

Cavusgil, S.T., Knight, G., & Riesenberger, J.R.

Prentice Hall, 5th Edition, 2020

13-18 weeks: Madura/International Financial Management (Asia Edition)

4.參考書(Reference Materials)

will be provided by the lecturers

5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Introduction to international business 1	
2.	Introduction to international business 2	
3.	Regional economic cooperation & integration	
4.	Growth strategies of international business	
5.	Foreign market entry modes	Open Day
6.	Marketing in global markets 1	
7.	(04/03) - Holidays - No class! (Adjusted Holiday for 2023 NKUST Anniversary Day & University Sports Day)	
8.	(04/10) – Marketing in global market	
9.	(04/17) – Topic of International Human Resource Management	
10.	(04/24) – CSR in international business	
11.	(05/01) – Innovation and international business	
12.	(05/08) – The role of emerging market	
13.	Multinational Financial Management: An Overview	
14.	International Flow of Funds	
15.	International Financial Markets	
16.	Exchange Rate Determination	Open Day
17.	Currency Derivatives	
18.	Group Projects	

6.英文成績評定(Evaluation method)

1-12 weeks: Grading will be based on diverse activities including case studies, group discussion, presentations, group assignments, Group report ,etc..

13-18weeks: Group Projects 15%

7. 課堂要求(Classroom requirements)

1-6 weeks: Come to class well prepared, participate in classroom work actively

7-12weeks: Students are required to prepare materials before participating class and to review their works after the class

13-18weeks: Please turn off or mute cell phones.

Students are expected to participate in class discussions actively.

8. 如何提升學生英文能力(How to improve students' English ability)

1-6 weeks: All class activities, including lectures, discussions, PPT presentations, are done in English language. All EMI courses represent an all-English speaking environment. In addition, the presence of an international student audience provides a good setting to practice English skills in the form of spoken and written language.

7-12weeks: The course is lectured in English, and students are advised to interact with lectures and classmates using English, which can enhance students' listening and speaking ability. In addition, the students are encouraged to form groups for discussion with those from other countries to ensure the discussion is in English. Students are also required to read some published papers and related materials in English, which enhance their reading ability.

13-18weeks: Encourage students to present their group projects in English. · Encourage students to read the English textbook.

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■ 課程錄影，協助學生複習(Recording lessons aid students to review)

■ TA 協助輔導學生(TA assist to tutor students)

□ 其他(請詳述)：(Others / Described in detail)

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National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : 2024/09/23

1120206 核定版

開課系所 Class Department	國際管理碩士學位學程 International Master Business Administration	開課學年/學期 Academic year and semester	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">113 學年度 Academic year</td> <td style="width: 50%;"></td> </tr> <tr> <td style="text-align: center;">2 學 期 Semester</td> <td></td> </tr> </table>	113 學年度 Academic year		2 學 期 Semester	
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2 學 期 Semester							
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">中文 Chinese</td> <td style="background-color: yellow;">應用統計分析</td> </tr> <tr> <td>英文 English</td> <td style="background-color: yellow;">Applied Statistical Analysis</td> </tr> </table>	中文 Chinese	應用統計分析	英文 English	Applied Statistical Analysis	學分數/時數 Credit(s)/Hour(s)	3/3
中文 Chinese	應用統計分析						
英文 English	Applied Statistical Analysis						
永久課號 Course Number	2376	開課班級 Class	碩士一甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	風管系				
授課教師姓名 Teacher's Name	陳青浩	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No						
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簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)	To provide the knowledge necessary for understanding and critiquing business research, and the skills necessary for conducting statistical analyses on business data for foreign students and exchange and dual degree students.						

英語授課大綱 (Course Description)

1.教學目標(Teaching objectives)

本課程將透過實際案例讓學生學習資料分析，藉由 EXCEL 與 SPSS 電腦軟體，幫助同學建立正確統計觀念與了解應該如何進行資料分析，從研究設計、資料登錄、資料分析到結果解釋，能夠正確解讀及應用。本課程並將介紹相關分析、變異數分析、無母數分析等統計分析方法。

This course will allow students to learn data analysis methods through actual cases. By using EXCEL and SPSS computer software, help students establish correct statistical concepts and understand how to conduct data analysis. From research design, data input, data analysis to result interpretation, they will be able to correctly interpret and apply appropriate analytical methods. Statistical analysis methods such as correlation analysis, analysis of variance and nonparametric analysis will be introduced in this course.

2.教學綱要(Syllabus)

社會科學研究中廣泛應用統計分析方法，本課程目標為幫助學生了解理論與方法且正確應用，課程中複習基礎統計概念、教授學生使用 EXCEL 和 SPSS 繪製表格和圖形、了解機率分配、建立信賴區間和進行假設檢定，此外並以實際案例介紹與討論如何進行統計應用分析。

Statistical analysis methods are widely used in social science research, the goal of this course is to help students understand statistics theories and apply analysis methods correctly. In this course, we will review basic statistics concepts, and learn how to use EXCEL and SPSS to draw tables and graphs, understand probability distribution, estimate confidence intervals and Perform hypothesis testing, also introduce and discuss how to conduct statistical application analysis with actual cases.

3.教科書(Texts)

自編教材 (self-edited lecture materials)

4.參考書(Reference Materials)

5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Review of Basic Statistics	
2.	Using EXCEL for Tabular and Graphical Presentation	
3.	EXCEL Function	開放觀摩
4.	EXCEL Pivot Table	
5.	Using EXCEL for Interval Estimation and Hypothesis Testing	
6.	How to use SPSS	
7.	Using SPSS for Tabular and Graphical Presentation	
8.	Using SPSS for Interval Estimation and Hypothesis Testing	
9.	Mid term Exam	
10.	Confidence Interval and Hypotheses Testing	
11.	Estimation and Hypothesis Test for One Population	
12.	Estimation and Hypothesis Test for Two Populations	
13.	Analysis of Variance	
14.	Correlation Analysis	
15.	Nonparametric Analysis (1)	
16.	Nonparametric Analysis (2)	
17.	Case Analysis	
18.	Final Exam	

6.英文成績評定(Evaluation method)

Since the goal is to gain both a theoretical understanding of experimental design and analysis, and a practical proficiency applying these concepts and techniques. There will be mid-term and final examinations, which will primarily focus on the conceptual and theoretical understanding of the lecture material. These exams account for 30% and 40% respectively of final grade. There will also be home works and data analysis projects assigned during the semester, the projects will be designed to assess practical understanding and ability to correctly apply the concepts learned in the lecture, these assignments will account for 30% of final grade.

Midterm exam 30%, Final exam 40%, Homework and Projects 30%.

7.課堂要求(Classroom requirements)

This course will focus on how to perform statistical analysis and analyze the statistical outputs, students need to have basic concepts of Statistics.

8.如何提升學生英文能力(How to improve students' English ability)

To enhance the understanding of professional knowledge through the course learning and the interaction of classmates.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■課程錄影，協助學生複習(Recording lessons aid students to review)

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課程名稱 Course Title	中文 Chinese 企業倫理與永續發展 英文 English Business Ethics and Sustainable Development	學分數/時數 Credit(s)/Hour(s)	3/3
永久課號 Course Number	132B10061	開課班級 Class	碩一甲
必修/選修 Required/Elective	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	國管學程
授課教師姓名 Teacher's Name	阮明勇(外籍專案教師)	職 稱 Position	<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
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<p>簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)</p>	<p>The course is taught in International Master of Business Administration Program and all the courses offered in the program are in English</p>
<p>英語授課大綱 (Course Description)</p>	
<p>1.教學目標(Teaching objectives)</p>	
<p>Since the United Nations '17 Sustainable Development Goals (SDGs) have come under the spotlight in recent years, sustainability and sustainable development have become hot global issues. Business ethics and sustainability set the foundation for further business development. This course aims at providing an in depth understanding of the relationship between organizations, society, business ethics and sustainability. The course covers concepts and theories behind business ethics and sustainability and emphasizes how businesses operate, considering those theories. After taking the course, students are expected to (1) describe, explain, and critically discuss the different theories and models related to business ethics and sustainability and its basic assumptions and consequences, (2) understand how a business operates under ethics and sustainability, especially in facing the challenging problem, (3) analyze problems regarding business ethics and sustainability by using course literature and apply it to practical situations.</p>	
<p>2.教學綱要(Syllabus)</p>	
<p>This course covers theories behind business ethics and sustainability and emphasizes how a business operate considering business ethics theories. The course is divided into two part: (1) business ethics and (2) business sustainability and sustainable development with a core of 17 UN's SDGs. For business ethics, some topics include Corporation Social Responsibility (CSR), Moral Principle and Moral Reasoning, Professional Ethics of Corporate Leaders, Environmental Ethics, and corporate CSR report. Some topics on business sustainability and sustainable development include: UN SDGs, ESG movement, environment and global warming, circular economy, corporate integrity, and Global Reporting Initiative (GRI_G4) which provides CSR/sustainability report based on GRI_G4 standards for students to know what should be included in business CSR report and how it links to course materials</p>	
<p>3.教科書(Texts)</p>	
<p>Book title: Business Ethics: Decision Making for Personal Integrity & Social Responsibility (5th ed.) Authors: Laura Hartman, Joseph DesJardins, Chris MacDonald Publisher: McGraw-Hill Education Publication date : 2020/ 01</p>	
<p>4.參考書(Reference Materials)</p>	

1. Title: Business & Society: Ethics, Sustainability & Stakeholder Management (10th ed.)
 Authors: Archie B. Carroll, Jill Brown, Ann K. Buchholtz
 Publisher: McGraw-Hill Education
 Publication date: 2017/01

2. Other materials (journal papers, case study, CSR reports, etc.) provided by the lecturer.

5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Course introduction	
2.	Business Ethics and Sustainability Introduction & UN SDGs (1)	
3.	Business Ethics and Sustainability Introduction & UN SDGs (2)	
4.	Ethical Decision Making: Personal and Professional Contexts	
5.	Corporate Social Responsibility	Open class
6.	Ethical Decision Making: Employer Responsibilities and Employee Rights	
7.	Ethical Decision Making: Technology and Privacy in the Workplace	
8.	No class! (04/07 - Adjusted Holiday for NKUST Anniversary Day)	
9.	Business Ethics in Marketing	
10.	Climate change and global warming Business and Environmental Sustainability (1)	
11.	Climate change and global warming Business and Environmental Sustainability (2)	
12.	ESG movement	
13.	Discussion and Presentation on Special Topics in Business Ethics and Sustainable Development	
14.	Discussion and Presentation on Special Topics in Business Ethics and Sustainable Development	
15.	Discussion and Presentation on Special Topics in Business Ethics and Sustainable Development	
16.	Discussion and Presentation on Special Topics in Business Ethics and Sustainable Development	
17.	Discussion and Presentation on Special Topics in Business Ethics and Sustainable Development	
18.	Final exam	

6. 英文成績評定(Evaluation method)

1. Class participation (25%); Group presentation (40%); Final exam (35%)

7. 課堂要求(Classroom requirements)

+ Students are required to prepare materials before participating class, actively contribute to the class activity, and review their works after the class

+ Students are not allowed to be absent more than 3 weeks for any reason.

8. 如何提升學生英文能力(How to improve students' English ability)

The course is lectured in English and students are required to interact with Professor and other students, which can enhance students' listening and speaking capability. In organizing teams for case discussion, students are required to form with those from other countries to make sure the discussion is performed in English. Case reports and the final exam are carried out in English to improve their English reading and writing capability

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■ 課程錄影，協助學生複習(Recording lessons aid students to review)

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永久課號 Course Number	132B10025	開課班級 Class	碩一甲
必修/選修 Required/Elective	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	國管學程
授課教師姓名 Teacher's Name	阮明勇(外籍專案教師)	職 稱 Position	<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No		
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input checked="" type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.		
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<p>簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)</p>	<p>The course is taught in International Master of Business Administration Program and all the courses offered in the program are in English</p>	
<p>英語授課大綱 (Course Description)</p>		
<p>1.教學目標(Teaching objectives)</p>		
<p>This course aims to build confidence and fluency in business English by encouraging students to analyze tasks and take part in practice activities. After completing this course, students can improve their ability to communicate when socializing, telephoning, presenting, taking part in meetings and negotiating in the business environment.</p>		
<p>2.教學綱要(Syllabus)</p>		
<p>The course is organized into five modules, including: - Organization, HRM, and leadership - Employee - Ethics - Marketing, branding, and consumers - Finance Each module provides students with key vocabulary that can be used in a business environment. Additionally, students will be practiced with four English skills in each topic.</p>		
<p>3.教科書(Texts)</p>		
<p>Book title: Business English (13th Edition - Kindle Edition) Authors: Mary Ellen Guffey, Carolyn M. Seefer Publisher: Cengage Learning Publication date: 2019/02</p>		
<p>4.參考書(Reference Materials)</p>		
<p>1. Book title: Mastering Business English - Unlocking Powerful Idioms, Sayings, and Expressions to Build Your Vocabulary for Success! Author: Simon Tracey Publication date: 2023/06 2. Book title: Intermediate Market Leader Author: David Cotton, Cotton & Falvey, Simon Kent Publisher: Pearson Longman Publication date: 2010/02 3. Other materials compiled by the lecturer</p>		
<p>5.教學進度表(Course Schedule)</p>		
<p>週次 Week</p>	<p>英文授課內容 English Course Content</p>	<p>備註 Notes (請註記開放觀課週次:每學期應開放)</p>

		觀摩至少一次，應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Course introduction	
2.	Topic 1: Communication Building relationships	
3.	Topic 2: Organization Human resource management	
4.	Topic 3: Manager Managing people	
5.	Topic 4: Management style Leadership	
6.	Topic 5: Job satisfaction Teambuilding	
7.		
8.	Topic 6: Ethics Crisis management	
9.	Mid-term assignment	
10.	Topic 7: Marketing International marketing	Open class
11.	Topic 8: Brand Advertising	
12.	Topic 9: Selling Customer service	
13.	Topic 10: Risk Raising finance	
14.	Topic 11: Stress Corporate Entertaining	
15.	Topic 12: Competition Success	
16.	Group presentation	
17.	Group presentation	
18.	Final exams	
6.英文成績評定(Evaluation method)		
Class participation & attendance (20%), Mid-term assignment (20%), Group presentation (30%) Final exam (30%)		
7.課堂要求(Classroom requirements)		
+ Students are required to prepare materials before participating class, actively contribute to the class activity, and review their works after the class + Students are not allowed to be absent more than 3 weeks for any reason.		
8.如何提升學生英文能力(How to improve students' English ability)		

The course is lectured in English and students are required to interact with Professor and other students, which can enhance students' listening and speaking capability. In organizing teams for case discussion, students are required to form with those from other countries to make sure the discussion is performed in English. Case reports and the final exam are carried out in English to improve their English reading and writing capability

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■課程錄影，協助學生複習(Recording lessons aid students to review)

■TA 協助輔導學生(TA assist to tutor students)

□其他(請詳述)：(Others / Described in detail)

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	113 學年度 Academic year 2 學 期 Semester
課程名稱 Course Title	中文 Chinese 英文 English	學分數/時數 Credit(s)/Hour(s)	3/3
永久課號 Course Number	132B10064	開課班級 Class	碩一甲
必修/選修 Required/Elective	<input checked="" type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	國管學程
授課教師姓名 Teacher's Name	李政勳	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No		
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input checked="" type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.		
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<p>簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)</p>	<p>According to the goal of internationalization for NKUST, students can have more exposure to the English language. During the class period, the instructor will encourage students to speak in English and also be able to provide international students with the option to choose their classes.</p>	
<p>英語授課大綱 (Course Description)</p>		
<p>1.教學目標(Teaching objectives)</p>		
<p>Develop a foundational understanding of key concepts and theories in international finance, including exchange rates, global financial markets, balance of payments, and international monetary systems. Cultivate analytical skills to evaluate financial data, interpret economic indicators, and make informed decisions in complex international finance situations. Cultivate awareness of current global financial trends, crises, and developments that influence international finance.</p>		
<p>2.教學綱要(Syllabus)</p>		
<p>This course provides students with an in-depth understanding of the theories and practical aspects of international finance. It covers the mechanisms of global financial markets, the determination and implications of exchange rates, international monetary systems, and the financial challenges faced by multinational enterprises. The course aims to prepare students to make informed financial decisions in an international business context.</p>		
<p>3.教科書(Texts)</p>		
<p>International Economics: Theory and Policy (GE) (2022) Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz</p>		
<p>4.參考書(Reference Materials)</p>		
<p>International Monetary and Financial Economics 2014 (IE) (2014) Daniels/Van Hoose</p>		
<p>5.教學進度表(Course Schedule)</p>		
<p>週次 Week</p>	<p>英文授課內容 English Course Content</p>	<p style="text-align: center;">備註 Notes</p> <p>(請註記開放觀課週次:每學期應開放觀摩至少一次, 應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)</p>
<p>1.</p>	<p>National Income Accounting and the Balance of Payments</p>	
<p>2.</p>	<p>Exchange Rates and the Foreign Exchange Market: An Asset Approach</p>	

3.	Money, Interest Rates, and Exchange Rate	
4.	Price Levels and the Exchange Rate in the Long Run	
5.	Output and the Exchange Rate in the Short Run	
6.	Fixed Exchange Rates and Foreign Exchange Intervention	
7.	International Monetary Systems: An Historical Overview	
8.	Midterm Report	
9.	Financial Globalization: Opportunity and Crisis	
10.	Optimum Currency Areas and the Euro	
11.	Developing Countries: Growth, Crisis, and Reform	
12.	World Trade: An Overview	
13.	Labor Productivity and Comparative Advantage: The Ricardian Model	
14.	Specific Factors and Income Distribution	
15.	Resources and Trade: The Heckscher-Ohlin Model	
16.	The Standard Trade Model	Open class
17.	External Economies of Scale and the International Location of Production	
18.	Final Report	

6. 英文成績評定(Evaluation method)

Midterm report (35%); Final Report (35%); Participation (30%)

7. 課堂要求(Classroom requirements)

Please turn off or mute cell phones.

Students are expected to participate in class discussions actively.

8. 如何提升學生英文能力(How to improve students' English ability)

Encourage students to present their reports in English.

Encourage students to read the English textbook

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

Students will have the opportunity to present their reports in English.

Students will apply their knowledge to English case studies and hone their problem-solving skills.

國立高雄科技大學 英語授課課程計畫書暨申請表

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1120206 核定版

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113 學年度 Academic year							
2 學 期 Semester							
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">中文 Chinese</td> <td style="background-color: yellow;">服務作業管理</td> </tr> <tr> <td style="text-align: center;">英文 English</td> <td style="background-color: yellow;">Service Operations Management</td> </tr> </table>	中文 Chinese	服務作業管理	英文 English	Service Operations Management	學分數/時數 Credit(s)/Hour(s)	3/3
中文 Chinese	服務作業管理						
英文 English	Service Operations Management						
永久課號 Course Number	132B10012	開課班級 Class	碩班一甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	運籌系				
授課教師姓名 Teacher's Name	郭幸民	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No						
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簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)	IMBA is an all english program. All IMBA courses are taught in English. 國管學程(IMBA)所有課程皆以英文授課。						

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

本課程介紹如何規劃與營運企業的服務系統。授課內容從服務業管理之歷史演進開始，討論服務策略之變遷，介紹各種服務流程分析與管制技術，並涵蓋系統績效評估與未來的發展方向。
This course introduces designs and operations of service systems. Students will learn how business can create a competitive advantage through operations. They will also learn both quantitative and qualitative techniques to effectively manage the goods and services to satisfy customers.

2. 教學綱要 (Syllabus)

課程由五個主題所組成，分別為服務策略、流程分析、服務接觸與服務品質、產能與等候線管理、營收管理。主題彼此相連，企業策略主導流程設計，作業設計影響管理方式，而有效的規劃與控管可讓企業在多變的市場中成長。
This course is organized into five interrelated sections: service strategy, process analysis, service encounter and service quality, capacity and waiting line management, and revenue management. A company's strategy dictates the process design. The design of operations dictates how it needs to be managed. Effective planning and control allow a company to innovate and manage changes.

3. 教科書 (Texts)

Fitzsimmons and Fitzsimmons, Service Management, 8th edition, McGraw-Hill

4. 參考書 (Reference Materials)

Cachon and Terwiesch, "Matching Supply with Demand", 3rd edition, McGraw-Hill.

5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次，應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	The Nature of Service	
2.	Service Strategy	
3.	Service Packages	
4.	Process View of the Organization	
5.	Process Analysis	
6.	Service Encounter	
7.	Service Quality	<u>開放觀摩</u>
8.	Case Study	
9.	Demand Management	
10.	Capacity Management	
11.	Case Study	

12.	Waiting Line Management	
13.	Managing Inventory	
14.	Case Study	
15.	Revenue Management	
16.	Case Study	
17.	Globalization	
18.	Final Exam	
6. 英文成績評定(Evaluation method)		
Homework, 30%; Case Study, 30%; Final Exam, 30%; Participation, 10%		
7. 課堂要求(Classroom requirements)		
Basic knowledge of probability theory		
8. 如何提升學生英文能力(How to improve students' English ability)		
Active learning by participation and presentation		
9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		

國立高雄科技大學 英語授課課程計畫書暨申請表

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113 學年度 Academic year							
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中文 Chinese	顧客關係管理專題						
英文 English	Customer Relationship Management						
永久課號 Course Number	132B10018	開課班級 Class	碩班二甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系				
授課教師姓名 Teacher's Name	葉曉萍	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No						
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input checked="" type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.						
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簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)	CRM is an IT enabled business strategy and a set of business processes and policies that are designed to acquire, retain, and service customers. Its discipline covers marketing, human source management, technology-driven customer service, and many. In the era of smartphone usage and wide ranges of Apps, CRM is an important business mindset for the students majoring in business to learn.						

英語授課大綱 (Course Description)

1. 教學目標 (Teaching objectives)

This course provides a framework of understanding the strength for business to build and manage customer relationship. In the era of big data, this course also delivers the concepts of IT capabilities, the state-of-the-art mobile techniques, and the importance of data mining on strategic planning for customer relationship management (CRM).

2. 教學綱要 (Syllabus)

The course format is designed to be interactive and would comprise of case and conceptual discussions. Students will lead the discussion of cases. The lecturer will facilitate these discussions often interjecting conceptual and theoretical issues impacting case decisions.

3. 教科書 (Texts)

Lecture's self-compiled material

4. 參考書 (Reference Materials)

None

5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Introduction	
2.	Case study—Amazon	
3.	Case study—Amazon	
4.	Case study—Amazon	
5.	Case study—Amazon	開放觀摩
6.	Case study—Amazon	
7.	Case study—Amazon	
8.	Case study—Alibaba	
9.	Case study—Alibaba	
10.	Case study—Alibaba	
11.	Case study—Alibaba	
12.	Case study—Tencent	
13.	Case study—Tencent	
14.	Case study—Walmart	
15.	Case study—Walmart	

16.	Case study—Netflix	
17.	Case study—Uber	
18.	Case study—Zappos	
6.英文成績評定(Evaluation method)		
Group discussion: 90% 、 Class attendance: 10%		
7.課堂要求(Classroom requirements)		
None		
8.如何提升學生英文能力(How to improve students' English ability)		
Active learning by participation and presentation		
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	113 學年度 Academic year 2 學 期 Semester
課程名稱 Course Title	中文 Chinese 英文 English	國際企業實務專題研討 Seminar on International Business	學分數/時數 Credit(s)/Hour(s)
永久課號 Course Number	132B10065	開課班級 Class	碩班一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系、資管系、金融系
授課教師姓名 Teacher's Name	洪郁雯	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct
	陳志誠		<input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
	陳文國		<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct
<input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer			
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No		
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input checked="" type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.		
<input checked="" type="checkbox"/> 申請時之前二次所授該門課程英語或中文教學意見調查量化分數全部達三點五分 Quantitative scores of surveys on teaching opinions of courses taught in the previous two semesters before application were all 3.5 points <input type="checkbox"/> 申請時之前未於本校授課 Did not teach at our school before the application <input type="checkbox"/> 新開課課程 New Course			

<p>簡述課程以 EMI 授課緣由 Reasons for English Medium Instruction (請以英文撰寫 Describing in English)</p>	<p>IMBA is an all english program. All IMBA courses are taught in English. 國管學程(IMBA)所有課程皆以英文授課。</p>	
<p>英語授課大綱 (Course Description)</p>		
<p>1.教學目標(Teaching objectives)</p>		
<p>1. To understand the fundamentals of strategic theories and apply strategic analysis tools effectively. 2. To conduct industry structure analysis and articulate the sources of a firm's competitive advantage. 3. To evaluate strategic thinking and the business environment for overseas investments, compare various strategic models for entering international markets, and mitigate risks in multinational operations.</p>		
<p>2.教學綱要(Syllabus)</p>		
<p>This is a course that integrates strategic management and international business theories, designed to help students think critically about corporate internationalization strategies. It aims to provide students with a concrete, clear, and theory-based practical framework for international business strategy, facilitating its application in professional practice.</p>		
<p>3.教科書(Texts)</p>		
<p>英文書名：International Business 英文作者：Hill, Charles 英文出版社：McGraw-Hill Companies 出版日期：2022 年 02 月</p>		
<p>4.參考書(Reference Materials)</p>		
<p>英文書名：International Business：Competing in the Global Marketplace 英文作者：Charles W. L. Hill 英文出版社：華泰文化 出版日期：2022 年 月</p>		
<p>5.教學進度表(Course Schedule)</p>		
<p>週次 Week</p>	<p>英文授課內容 English Course Content</p>	<p style="text-align: center;">備註 Notes</p> <p>(請註記開放觀課週次:每學期應開放觀摩至少一次，應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)</p>
<p>1.</p>	<p>Globalization</p>	
<p>2.</p>	<p>Seminar</p>	
<p>3.</p>	<p>National Differences in Political, Economic, and Legal Systems</p>	

4.	Seminar	
5.	National Differences in Economic Development	
6.	Seminar	
7.	Government Policy and International Trade	
8.	Seminar	
9.	Foreign Direct Investment	
10.	Seminar	
11.	Regional Economic Integration	
12.	Seminar	
13.	The Organization of International Business	
14.	Seminar	
15.	The Organization of International Business	
16.	Seminar	
17.	Entering Developed and Emerging Markets	
18.	Seminar	

6. 英文成績評定(Evaluation method)

50% Group discussion , 25% Oral presentation, 25% Class attendance

7. 課堂要求(Classroom requirements)

Open mind

8. 如何提升學生英文能力(How to improve students' English ability)

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

■ 課程錄影，協助學生複習(Recording lessons aid students to review)

■ TA 協助輔導學生(TA assist to tutor students)

□ 其他(請詳述)：(Others / Described in detail)

國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology
Application of Offering English-Instructed Course

申請日期 (Date of Application) : _____

1120206 核定版

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課程名稱 Course Title	中文 Chinese 英文 English	國際經營實務專題研討 Seminar on International Operational Management	學分數/時數 Credit(s)/Hour(s)
永久課號 Course Number	132B10066	開課班級 Class	碩班二甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	金融系、資管系、運籌系
授課教師姓名 Teacher's Name	洪世偉	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct
	張芳凱		<input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer
	陳育欣		<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct
是否為外籍教師或授課教師之母語為英語者 Foreign teacher/Native-speaking English teacher	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No		
符合之條件 Eligible Items (須檢附佐證資料 Relative documents as proof are required)	<input type="checkbox"/> 專任(案)教師須取得教務處或國際認證單位辦理之英語授課培訓證書者；兼任教師須取得國際認證單位辦理之英語授課培訓證書。 Tenured (Project) position applicants must hold an English teaching certificate from our Academic Affairs Office or an internationally accredited institution; adjunct position applicants must have an English teaching certificate from an internationally accredited institution. <input type="checkbox"/> 曾在英語系國家任教或出國講學使用英語授課，至少達二個學期。 Have experience lecturing in English-speaking countries or traveling abroad to lecture in English for at least two semesters. <input checked="" type="checkbox"/> 112 學年度前曾於本校開設過六學期英語授課課程。 I lectured in English for at least six semesters at our university before the 112th academic year.		
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英語授課大綱 (Course Description)		
1.教學目標(Teaching objectives)		
* Understand the core challenges and opportunities of managing international businesses. * Explore cross-cultural communication and management practices. * Analyze global market entry strategies and international marketing cases. * Enhance students' practical abilities in international business management.		
2.教學綱要(Syllabus)		
Analysis of International Business Environment Trends and challenges of globalization Influence of cultural differences on management Cross-cultural communication skills Leadership and collaboration in global teams Future impact of technology in international commerce		
3.教科書(Texts)		
4.參考書(Reference Materials)		
5.教學進度表(Course Schedule)		
週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次,應避開期 中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
1.	Introduction and learned objective	
2.	Risk concepts	
3.	To know the risk identification	
4.	To know the agency problem and corporate governance	
5.	To know what is corporate governance risk assessment	
6.	To know how do risk analysis	
7.	Analysis of International Business Environment	
8.	Trends and challenges of globalization	
9.	Influence of cultural differences on management	

10.	Cross-cultural communication skills	
11.	Leadership and collaboration in global teams	
12.	Future impact of technology in international commerce	
13.		
14.		
15.		
16.		
17.		
18.		
6.英文成績評定(Evaluation method)		
Class Participation/: 100%		
7.課堂要求(Classroom requirements)		
※Please respect the intellectual property; do not photocopy the textbook. ※Plagiarism and collusion area bsolutely forbidden.		
8.如何提升學生英文能力(How to improve students' English ability)		
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		