

國立高雄大學經濟管理研究所課程綱要表

建檔日期：2006年2月16日

課程編號：EMF101

開課年級：研一

課程名稱：(中文) 國際企業管理

(英文) International Business Management

選 別：必

學 分：3

授課教師：李 揚

課程目標：世界經濟正朝全球化趨勢前進，而快速的遠離一個存在跨國貿易與投資障礙，有時間、空間、語言、文化、政治、經濟制度等差異所形成的經濟隔離的世界；此外，WTO 致力於消除貿易障礙及提供一個安全穩定的國際經貿環境，更加速了全球化趨勢的發展。在全球化趨勢的帶動下，企業間的競爭早已超越了國界，多國籍企業在世界經濟舞台的影響力日益增加。

本課程之目的是培養學生具備以下之能力：

- (一) 掌握國際企業所面臨的政治、文化、社會等國際經營環境之變動；
- (二) 瞭解國際企業經營之架構；
- (三) 制定有效之國際經營策略。

成績考察方式：Participation 10%, Presentation 20%, Mid Exam 35%, Proposal 35%.

上 課：Thu. 13:10~16:00

教 室：L02-204

Office Hours： Thu. 10:00~12:00 or make appointments.

教科書：

1. Stonehouse, G., D. Campbell, J. Hamill, and T. Purdie (2004), *Global and Transnational Business: Strategy and Management, Second Edition*, 華泰。(Required)
2. Hill, Charles W. L. (2004), *International Business: Competing in the Global Marketplace, Fifth Edition*, 滄海。(Option)

參考書籍：

1. 吳青松 (1999), 國際企業管理—理論與實務, 第二版, 智勝。
2. 于卓民 (2000), 國際企業—環境與管理, 華泰。

課程綱要：

一、課堂講授

1. Introduction (Stonehouse, Ch.1; Hill, Ch.1)
2. Country Factors (Stonehouse, Ch.2; Hill, Ch.2 and Ch.3)

- @3. International Trade (Hill, Ch.4 and Ch.5)
- @4. Regional Economic Integration (Hill, Ch. 8)
- 5. Overview of International Business Theory (Hill, Ch. 6 and Ch. 7)
 - *(1) Dunning, J. (1993), "Introduction: The Nature of Transnational Corporation and Their Activities," In *The Theory of Transnational Corporations* (1993), UNLTNC.
 - (2) Hymer (1960), "On Multinational Corporations and Foreign Direct Investment," In *The Theory of Transnational Corporations* (1993), UNLTNC.
 - (3) Vernon (1966), "International Investment and International Trade in the Product Cycle," *Quarterly Journal of Economics*, 80, pp.190-207.
 - (4) Teece (1986), "Transaction Cost Economics and The Multinational Enterprise," *Journal of Economic Behavior and Organization*, V7, pp.21-45.
 - (5) Hennart (1986), "What is Internalization," *Weltwirtschaftliches Archiv*, 122, pp.791-804.
 - (6) Kojima (1982), "Macroeconomic Versus International Business Approach to Direct Foreign Investment," *Hitotsubashi Journal of Economics*, 23, pp.1-19.
 - (7) Dunning (2000), "The Eclectic Paradigm as an Envelop for Economic and Business Theories of MNE," *International Business Review*, V9, pp.163-190.
 - (8) Johanson, J., and Mattson, L. (1987), "Internationalisation in Industrial System-A Network Approach," *Strategies in Global Competition*, London: Routledge, pp.287-315.
 - (9) Buckley, P. J.,; Casson, M. C. (1998), "Models of the Multinational Enterprise," *Journal of International Business Studies*, vol.29 (First Quarter), pp21-44.
- 6. Internal Analysis (Stonehouse, Ch.3)
- 7. Analysis of External Environment (Stonehouse, Ch.4 and Ch.5)
- 8. Global and Transnational Strategy (Stonehouse, Ch.6; Hill, Ch.12)
- 9. Market-servicing Strategies (Stonehouse, Ch.7; Hill, Ch.14)
- 10. Organizational Structure and Control (Stonehouse, Ch.13; Hill, Ch.13)

二、報告

1. 期中考後每人自我選擇一篇文章(簡略)報告(**20-minute presentation + 10-minute Q&A**)；除了文章內容外，亦須包括為何選取本篇文章、這篇文章的學術貢獻、及未來研究方向。
2. **Term Paper:** 每人自我選取系列文章(至少三篇)，完成書面(以 20 頁為原則)及課堂報告(**35-minute presentation + 10-minute Q&A**)，除了系列文章內容外，亦須包括為何選取此系列文章、文章彼此間之相關性(或承先啟後之關係)、此系列文章的學術貢獻、及未來研究方向。
3. 上述文章之選擇以 2000 年(含)以後刊登於“*Academy of Management Journal*,” “*Strategic Management Journal*,” 及 “*Journal of International Business Studies*”為原則；為顧及個人之研究興趣，刊登於其他領域之頂級期刊(For example, “*Journal of Finance*” and “*Journal of Marketing*”)有關國際企業管理之文章亦可。