

## 國立中山大學 110學年度第1學期 課程教學大綱

## National Sun Yat-sen University 110Academic year1st Semester Course syllabus

|                              |                                      |                          |                   |                     |
|------------------------------|--------------------------------------|--------------------------|-------------------|---------------------|
| 中文名稱<br>Course name(Chinese) | 全球經貿環境分析                             |                          | 課號<br>Course Code | EMBA997             |
| 英文名稱<br>Course name(English) | ANALYSIS IN GLOBAL ECONOMY AND TRADE |                          |                   |                     |
| 課程類別<br>Type of the course   | 講授類                                  | 必選修<br>Required/Selected | 必修                | 系所<br>Dept./faculty |
| 授課教師<br>Instructor           | 王昭文                                  |                          | 學分<br>Credit      | 2                   |

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：Since COVID-19, if distance learning is necessary, the teaching methods would adjust as follows:

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：Since COVID-19, if distance learning is necessary, the evaluation would adjust as follows:

1.課堂說明In-class participation：100%

## 課程大綱 Course syllabus

- 本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

This course is intended to explore current global investment environment analysis and global economic and investment analysis from the perspective of global competition and multinational operations.

全球經貿及相關活動之變化趨勢日益劇烈,本課程擬自全球競爭與跨國企業營運的角度,探討當前全球投資環境分析、全球經濟與投資分析等,以利同學瞭解其他國家與文化下不同的經濟與企業經營環境,提供當前最新的全球經貿知識與資訊。

## 課程目標 Objectives

This course explores issues faced by corporates in global operations through case discussions and company visits. Possible solutions will be discussed.

本課程藉由企業參訪及個案討論方式探討企業在全球地區經營時所面臨之問題,並探討可能的解決方案

## 授課方式 Teaching methods

Case discussion and company visits.個案討論及企業參訪

本週上課將採 Google Meet 進行同步遠距課程,已選課學生請於以下連結進入: <https://meet.google.com/uuv-qwgz-ror> 進入會議室,統一名稱為:科系+年級+學號+姓名。

非選課學生擬旁聽者,請於前述連結登入,並於留言區留下科系+年級+學號+姓名,以做為異常處理之參考。

## 評分方式(評分標準及比例) Evaluation (Criteria and ratio)等第制單科成績對照表 letter grading reference

1.課堂說明In-class participation：100%

## 參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use

Self-editing materials 自編講義

## 每週課程內容及預計進度 Weekly scheduled progress

| 週次   | 日期                    | 授課內容及主題  |
|------|-----------------------|--|
| Week | Date                  | Content and topic  |
| 1    | 2021/09/19~2021/09/25 | Global Economy 全球經貿概況  |
| 2    | 2021/09/26~2021/10/02 | Global Economy 全球經貿概況  |
| 3    | 2021/10/03~2021/10/09 | Global Economy 全球經貿概況  |
| 4    | 2021/10/10~2021/10/16 | Global Economy 全球經貿概況  |
| 5    | 2021/10/17~2021/10/23 | The Past and Future of Taiwan and Global Economic & Trade Relations 我國與全球經貿關係之回顧與展望                      |
| 6    | 2021/10/24~2021/10/30 | The Past and Future of Taiwan and Global Economic & Trade Relations 我國與全球經貿關係之回顧與展望                      |
| 7    | 2021/10/31~2021/11/06 | Global Integration Trend and Influence to Taiwanese Business' Trade and Investment 全球整合的趨勢及其對台商的貿易及投資之影響 |
| 8    | 2021/11/07~2021/11/13 | Global Integration Trend and Influence to Taiwanese Business' Trade and Investment 全球整合的趨勢及其對台商的貿易及投資之影響 |
| 9    | 2021/11/14~2021/11/20 | Global Investment Environment and Taiwanese Business' Operation Strategies 全球投資環境與台商經營策略                 |
| 10   | 2021/11/21~2021/11/27 | Global Investment Environment and Taiwanese Business' Operation Strategies 全球投資環境與台商經營策略                 |
| 11   | 2021/11/28~2021/12/04 | Global Service Industry Market Trends and Opportunities 全球服務業市場發展趨勢與機會                                   |
| 12   | 2021/12/05~2021/12/11 | Global Service Industry Market Trends and Opportunities 全球服務業市場發展趨勢與機會                                   |
| 13   | 2021/12/12~2021/12/18 | Global Service Industry Market Trends and Opportunities 全球服務業市場發展趨勢與機會                                   |
| 14   | 2021/12/19~2021/12/25 | Global Service Industry Market Trends and Opportunities 全球服務業市場發展趨勢與機會                                   |
| 15   | 2021/12/26~2022/01/01 | Conference: Global Investment Experience and Operation 全球投資經驗及經營策略分享                                     |
| 16   | 2022/01/02~2022/01/08 | Conference: Global Investment Experience and Operation 全球投資經驗及經營策略分享                                     |
| 17   | 2022/01/09~2022/01/15 | Conference: Global Investment Experience and Operation 全球投資經驗及經營策略分享                                     |
| 18   | 2022/01/16~2022/01/22 | Final Presentation 期末報告  |

## 課業討論時間 Office hours

時段1 Time period 1:  
 時間 Time : 星期二(15:00~ 17:00)  
 地點 Office/Laboratory : 管4109  
 時段2 Time period 2 :  
 時間 Time : 星期四(10:00~ 12:00)  
 地點 Office/Laboratory : 管4109

## 系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

| 系所學生專業能力/全校學生基本素養與核心能力<br>basic disciplines and core capabilities of the department and the university | 課堂活動與評量方式<br>Class activities and evaluation             |                  |  |   |  |   |                                 |   |                   |   |                          |
|--|--|------------------|--|---|--|---|---------------------------------|---|-------------------|---|--------------------------|
|  | 本課程欲培養之能力與素養<br>This course enables students to achieve. | 紙筆考試或測驗<br>Test. | 課堂討論(含個案討論)<br>Group discussion (case analysis). | 個人書面報告、作業、作品、實驗<br>Individual paper report/ assignment/ work or experiment. | 群組書面報告、作業、作品、實驗<br>Group paper report/ assignment/ work or experiment. | 個人口頭報告<br>Individual oral presentation. | 群組口頭報告 Group oral presentation. | 課程規劃之校外參訪及實習<br>Off-campus visit and intership. | 證照/檢定<br>License. | 參與課程規劃之校外活動及競賽<br>Participate in off-campus/ on-campus activities and competitions. | 課外閱讀<br>Outside reading. |
| ※系所學生專業能力 Basic disciplines and core capabilities of the department                                    |  |                  |  |   |  |   |                                 |   |                   |   |                          |
| 1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.                                   | √  |                  | √  |   |  |   |                                 |   |                   |   |                          |
| 2.高階經營人才的再培育 2. Re-educating senior working professionals.   | √  |                  | √  |   |  |   |                                 |   |                   |   |                          |
| 3.新觀念的刺  | √  |                  | √  |   |  |   |                                 |   |                   |   |                          |

|  |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|---|--|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 激與新思維的訓練 3.<br>Training the professionals for new ideas.                             |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.跨行業交流互動與團隊友誼之建立 4.<br>Creating a network for crossover cooperation and friendship. | V |  | V |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.全球化的訓練與視野 5.<br>Developing the global mindset of each professional.                |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.多元化的學習 6.<br>Providing pluralistic approaches to learning.                         |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university             |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.表達與溝通能力。 1.<br>Articulation and communication skills                               |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.探究與批判思考能力。 2.<br>Inquisitive and critical thinking abilities                       | V |  | V |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.終身學習能力。 3.<br>Lifelong learning  | V |  | V |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.倫理與社會責任。 4.<br>Ethics and social responsibility                                    | V |  | V |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.美感品味。 5.<br>Aesthetic appreciation   |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.創造力。 6.<br>Creativity  |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 7.全球視野。 7.<br>Global perspective   |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 8.合作與領導能力。 8.<br>Team work and leadership  |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 9.山海胸襟與自然情懷。 9.<br>Broad-mindedness and the embrace of nature                        |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 本課程與SDGs相關項目：The course relates to SDGs items:                                       |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

- SDG1-消除貧窮(No Poverty)
- SDG2-消除飢餓 (Zero Hunger)
- SDG3-良好健康與福祉(Good Health and Well-being)
- SDG4-教育品質(Quality Education)
- SDG5-性別平等(Gender Equality)
- SDG6-乾淨水源與公共衛生(Clean Water and Sanitation)
- SDG7-可負擔乾淨能源(Affordable and Clean Energy)
- SDG8-優質工作與經濟成長(Decent Work and Economic Growth)
- SDG9-工業、創新和基礎建設(Industry,Innovation and Infrastructure)
- SDG10-減少不平等(Reduced Inequalities)
- SDG11-永續城市(Sustainable Cities and Communities)
- SDG12-責任消費與生產(Responsible Consumption and Production)
- SDG13-氣候行動(Climate Action)
- SDG14-海洋生態(Life Below Water)
- SDG15-陸域生態(Life on Land)
- SDG16-和平、正義和穩健的制度(Peace,Justice And Strong Institutions)
- SDG17-促進目標實現的全球夥伴關係(Partnership for the Goals)
- 本課程和SDGS無關

本課程校外實習資訊: This course is relevant to internship:

本課程無註記包含校外實習

[回上一頁](#)