

科目コード／科目名 (Course Code / Course Title)	抽選登録／Intercultural Business Management		
担当者名 (Instructor)	許 佑旭(HSU YU-HSU SEAN)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU3401	言語 (Language)	英語 (English)
備考 (Notes)	Course schedule *Course will be held on the following dates 【 9/26 (face-to-face), 10/3 (face-to-face), 10/17 (face-to-face), 10/24 (face-to-face_morning and online_afternoon), 10/31 (online), 11/14 (online) and 11/21 (online)】		

授業の目標 (Course Objectives)

This course aims at providing students with a clear understanding of the current issues relating to intercultural business management. After completing the course, students will be able to show an understanding of the major concepts, theories and models in this field of study as well as to apply them in real life.

授業の内容 (Course Contents)

The focus of the course can be broadly divided into two main parts, namely, cross-cultural management and international management. At the macro level, students will study the key concept of culture and how culture is analysed and interpreted in diverse national settings. At the micro level, students will learn to analyse and evaluate the effects of culture on the operations of an economic organisation, such as a multinational enterprise. Topics covered in this section will include globalisation and localisation, control mechanisms between headquarters and subsidiary, international joint venture formation and so forth.

授業計画 (Course Schedule)

1. Introduction to the Course: International Management and Culture
2. Analysing Cultures: Making Comparisons
3. Culture and Stereotype
4. Movement in Culture
5. Organizational Culture
6. Culture and Communication
7. Group Activity I
8. Globalisation and Localisation
9. Forming an International Joint Venture
10. Risk and Control: Headquarters and Subsidiary
11. The Culture of Subsidiary: Convergence and Divergence
12. Group Activity II
13. Group Presentation
14. Final Test or Final Report

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Apart from the lectures, case studies form another key part of the course. Students should not only read, but also analyse the cases offered outside of class.

成績評価方法・基準 (Evaluation)

In-Class Participation(30%)/Presentation(30%)/Final Test (face-to-face) or Final Report (online)(40%)

テキスト (Textbooks)

There is no specific textbook for the course as students are encouraged to read widely. Useful readings will be announced in class.

参考文献 (Readings)

To be announced in class.

その他 (HP 等) (Others(e.g.HP))

注意事項 (Notice)

Sheltered Course(Min.TOEIC:730)