

# **National Taipei University of Business**

## **International Economics and Trade Program**

### **1. Title of the program**

International Economics and Trade

### **2. Purpose of the establishment**

The purpose of the establishment is to integrate all the courses that are relevant to International Business. This international program combines theory with practice and aims to equip students with professional skills that are essential for international enterprise and business. We provide courses in International Finance, Business Strategy, Global Industry Analysis and Economics and Trade Analysis within an English language environment.

### **3. Credit program or Degree program**

Credit program

### **4. Departments which participate in the research unit**

All of the departments of National Taipei University of Business

### **5. Qualification of the faculty members**

The faculty members who participate in this program have a relevant PhD degree and are all from the departments of our college

### **6. Student requirements for completion**

**(1) Required Courses: 5 Credits**

**Suggestive Total Course Credit: 15-22 Credits**

**(2). Students who enroll on this international program must complete their study within a semester. The flow chart for all the courses is in the following appendix.**

## **7. Methods of practice**

(1) The program is entirely in English. We encourage our local students to participate, so they can have an opportunity to interact with international exchange students. However, local students must meet the English proficiency requirement to enroll.

## **8. Administration**

The program will be regulated by the Department of International Business of National Taipei University of Business. All other departments and college administration offices also offer relevant support. The certificate of program completion will be conferred by the Department of International Business of National Taipei University of Business.

## Appendix 1- Flow chart for all the courses

### First semester courses

### Second semester courses

Required Courses

Basic Chinese

Service Learning

Basic Chinese or Intermediate  
Chinese

Service Learning

International Business  
Environment

International Finance

Econometrics

International Finance

Global Industry Analysis

Electronic Commerce

Business Chinese & Essential  
Etiquette

Regional Economics and Trade

Global Trade Governance: WTO

Investment in Mainland China

Internet Marketing

Business Chinese & Essential  
Etiquette

International Business Strategy

Global Trade Governance: WTO

Elective Courses

First semester courses

Second semester courses

Elective Courses

Entrepreneurial Management

Integrated Marketing  
Communication

Topics on International Business

Introduction to the Society and  
Culture of Taiwan

Topics on International Business

International Business Negotiation

Integrated Marketing  
Communication

Introduction to the Society and  
Culture of Taiwan

Marketing Management – An  
Asian Perspective

# National Taipei University of Business Curriculum Outline

|    |   |   |                             |   |                   |          |  |
|----|---|---|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business      |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |   | Required          |          |  |
|    | Title of Course                           | Basic Chinese   |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | None  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course is designed to increase the Chinese language abilities of overseas students and their understanding of cultural contexts (social, customs and historical) in which Chinese people live. The specific course objectives are as follows:<br>1. To learn and improve their Chinese language by exploring cultural self-awareness, awareness of other cultures, and the appreciation that arise in the interactions between the two.<br>2. To understand how the communication processes differ between Chinese and other cultures.<br>3. To discover the importance of the role of context in studying intercultural communication.<br>4. To acquire knowledge, skills and attitudes that increase Chinese cultural competence.  |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course students will have:<br>1. An improved knowledge of the Chinese language and cultures.<br>2. An understanding of the Chinese language and characters.<br>3. An understanding and appreciation of Chinese customs and an insight into Chinese culture.   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | Handouts.   |                             |   |                   |          |  |
| 8. | Weighting                                 | Class attendance and participation 30%<br>Mid-Term Test 30%<br>Final Test 40%   |                             |   |                   |          |  |
| 9. | Course Topics                             | Week 1. Introduction to the Course<br>Week 2. Introduction to Chinese characters (1/2)<br>Week 3. Introduction to Chinese characters (2/2)<br>Week 4. The phonetics nature of Chinese Language--auspicious symbols (1/2)<br>Week 5. The phonetics nature of Chinese Language--auspicious symbols (2/2)<br>Week 6. The traditional Chinese festivals, customs and activities (1/3)<br>Week 7. The traditional Chinese festivals, customs and activities (2/3)<br>Week 8. The traditional Chinese festivals, customs and activities (3/3)<br>Week 9. Mid-Term Test<br>Week 10. The Chinese'philosophy about Nature (1/2)<br>Week 11. The Chinese'philosophy about Nature (2/2)<br>Week 12. The commons and differences between Chinese and Western Paintings (1/2)<br>Week 13. The commons and differences between Chinese and Western Paintings (2/2)<br>Week 14. The appreciation of Chinese ancient decorative arts (1/2)<br>Week 15. The appreciation of Chinese ancient decorative arts (2/2)<br>Week 16. The social customs of Chinese people (1/2)<br>Week 17. The social customs of Chinese people (2/2)<br>Week 18. Final Test |                             |   |                   |          |  |

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|     |  |  |                             |   |                   |   |
|-----|--|--|-----------------------------|---|-------------------|---|
| 1.  | Department of International Business       |  |                             |   |                   |   |
| 2.  | Curriculum code                            |  | Optional or Required Course |   | Optional          |   |
|     | Title of Course                            | Cross-cultural Service Learning  |                             |   |                   |   |
| 3.  | Credit                                     | 2  | Hours of class Attendance   | 2 | Hours of Practice | 0 |
| 4.  | Pre selected Course or Special Regulations | None   |                             |   |                   |   |
| 5.  | Course Objective                           | The objectives of this course is to let the student:<br>1. Apply knowledge and expertise to local context<br>2. Connect with Taiwanese students and getting to know local culture<br>3. Forge affection and relationships with local residents<br>4. Develop CQ (cultural intelligence) and achieve whole-person education   |                             |   |                   |   |
| 6.  | Learning Outcomes                          | On completion of this course students will be able to:<br>Make contribution to local community through the service project<br>Understand local culture through practical experience  |                             |   |                   |   |
| 7.  | Generic Skills                             | The following generic skills will be developed within this course:<br>1. Cross-cultural understanding<br>2. Interpersonal skills   |                             |   |                   |   |
| 8.  | Texts and Supporting Materials             | 1. Dos and don'ts in Taiwan by Steven Crook, iGROUP Press<br>2. Introducing Intercultural Communication by S. Liu, Z. Volcic, and C. Gallois, Sage Press.<br>3. Building Cultural Intelligence: Nine Megaskills by P. L. Bucher, Pearson Press   |                             |   |                   |   |
| 9.  | Weighting                                  | Project plan (including a short essay on intercultural communication): 20%<br>Supervisor's mid-term evaluation: 20%<br>Mid-term Report (including service work proof and feedbacks): 20%<br>Supervisor's final evaluation: 20%<br>Final Report and Presentaiton (including service work proof and feedbacks): 20%  |                             |   |                   |   |
| 10. | Course Topics                              | Week 1 Orientation<br>Week 2 Lecture: Intercultural communication<br>Week 3 Lecture: Intercultural communication/consultation<br>Week 4 Service-learning project consultation/fieldwork<br>Week 5 Fieldwork<br>Week 6 Fieldwork<br>Week 7 Fieldwork<br>Week 8 Fieldwork<br>Week 9 Mid-term report (10-12hour service work)<br>Week 10 Mid-term consultation<br>Week 11 Fieldwork<br>Week 12 Fieldwork<br>Week 13 Fieldwork<br>Week 14 Fieldwork<br>Week 15 Fieldwork<br>Week 16 Fieldwork<br>Week 17 Final presentation (12-14hour service work)<br>Week 18 Final review |                             |   |                   |   |

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|----|---|---|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business      |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | Global Business Environment   |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | "Management" and "Economics" are desirable but not necessary.   |                             |   |                   |          |  |
| 5. | Course Objective                          | This course attempts to<br>1. Introduce the practice and organizational issues of multinational corporations.<br>2. To show why businesses should emphasize more complicate and delicate organization to meet the new international competition game.<br>3. Understanding and mastering those organization management capabilities is the primary purpose of this course.   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | 1. To have an overview of international competition environment. (Chap1~3)<br>2. An understanding of cross-border trade and investment. (Chap5~9)<br>3. Competition and strategy. (Chap12)<br>4. Strategic management and organization of international business. (Chap13,14)<br>5. Global marketing and R&D, manufacturing and logistics. (Chap16, 17)<br>6. Global HRM. (Ch18)<br>7. Case study on international competition strategy, international management and international organization control.<br>8. Papers reading.   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | International Business, 2012, Charles. Hill, McGraw Hill.   |                             |   |                   |          |  |
| 8. | Weighting                                 | Class participation 30%<br>Midterm test 20%<br>Team reports and individual notes 20%<br>Final report or test 20%  |                             |   |                   |          |  |
| 9. | Course Topics                             | Week 1 Introduction...<br>Week 2 Globalization<br>Week 3 Cultural difference among nations<br>Week 4 Political and legal environment<br>Week 5 Economic and social environment<br>Week 6 Theory of International Trade<br>Week 7 Political consideration of international trade<br>Week 8 Foreign direct investment, FDI<br>Week 9 Case study and presentations<br>Week 10 Political consideration of FDI<br>Week 11 Regional economic integration<br>Week 12 EU, NAFTA, ASEAN and other important regional integration<br>Week 13 Strategy management of international business<br>Week 14 Organization of international business<br>Week 15 Entry strategy and strategic alliance<br>Week 16 Exporting,importing and countertrade<br>Week 17 Global marketing and R&D<br>Week 18 Integrating case study of IB |                             |   |                   |          |  |

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| 2. | Curriculum code                           |  | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | International Finance  |                             |   |                   |          |  |
| 3. | Credit                                    | 3  | Hours of class Attendance   | 3 | Hours of Practice |          |  |
| 4. | Pre elected Course or Special Regulations |  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course has a specific focus on international business problems that are financial in nature. Topics include an examination of the international environment the firm operates in, international investments, exchange rates and the management of risks arising from shifting exchange rates, and the problems of short and long term asset and liability management.   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | Through abundant theories and practical materials, students will understand the fundamental concepts easier to be an international financial manager, particularly make appropriate decisions of financial management.   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | J. Ashok Robin, (2011), " International Corporate Finance", 9th Edition.<br>Additional copywritten material  |                             |   |                   |          |  |
| 8. | Weighting                                 | class participation 40%   midterm 30%   final exam   30%   |                             |   |                   |          |  |
| 9. | Course Topics                             | <b>Course Learning Contents</b> <ul style="list-style-type: none"><li>•Description of the international financial environment: fund flows between countries, balance of payments, international institutions such as the IMF.</li><li>•Describe Spot foreign exchange (fx) rates and their determinants.</li><li>•Describe foreign exchange derivatives such as forwards, futures and options and demonstrate their valuation.</li><li>•Compute and Explain Parity Conditions such as the IRP, PPP and IFE.</li><li>•Measuring fx exposure with emphasis on transaction exposure and economic exposure; introduction to VaR concepts.</li><li>•Evaluate fx exposure with emphasis on hedging using options, forwards, swaps and money market instruments.</li><li>•Evaluate fx exposure using operational and financial decisions.</li><li>•Discuss the basics of international capital budgeting.</li><li>•Compute NPV using advanced budgeting techniques: handle country risk, parent-subsidiary asymmetry and real options.</li><li>•Explain and evaluate cross-border acquisitions and alliances such as licensing agreements, JVs and mergers.</li></ul> |                             |   |                   |          |  |



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| 1. | Department of International Business      |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | Regional Economics and Trade  |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | A basic knowledge of economics will be helpful but not necessary  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course aims to offer overseas students:<br>(1)An understanding of the regional economic situations and developments in the main economic blocs such as Asia, America, and Europe.<br>(2) An understanding of the new economic developments in the emerging economies.<br>(3) An understanding of the developments and trends of regional economic integration.   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | 1. To be able to analyze academic arguments to find their strengths and weaknesses;<br>2. To understand basic economic, trade-related and statistical terminology in the material;<br>3. To enhance reading and analysis ability and to be able to find and solve problems;<br>4. Make relevant applications<br>5. Gain insights into the implications from alternative methods of data collection and interpretation.  |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | The Economist, related economic journal papers and articles   |                             |   |                   |          |  |
| 8. | Weighting                                 | Attendance 40%, Final topic report and Oral Presentation 60%  |                             |   |                   |          |  |
| 9. | Course Topics                             | Week1 Course Introduction<br>Week2 The overview of US Economy<br>Week3 The American Debt Crisis<br>Week4 The American Monetary Policy<br>Week5 European Debt Crisis (1)<br>Week6 European Debt Crisis (1)<br>Week7 Asian Economy (1) China<br>Week8 Asian Economy (2) China<br>Week9 Asian Economy (3) Japan<br>Week10 Asian Economy (4) India<br>Week11 Emerging Economies (1)<br>Week12 Emerging Economies (2)<br>Week13 Emerging Economies (3)<br>Week14 Regional Integration (1) ASEAN<br>Week15 Regional Integration (2)<br>Week16 Final Oral Presentation (1)<br>Week17 Final Oral Presentation (2)<br>Week18 Final Oral Presentation (3) |                             |   |                   |          |  |

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| 1. | Department of International Business       |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                            |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                            | Electronic Commerce   |                             |   |                   |          |  |
| 3. | Credit                                     | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre selected Course or Special Regulations | None  |                             |   |                   |          |  |
| 5. | Course Objective                           | The objectives of this course are<br>(1).To gain a knowledge of Electronic Commerce.<br>(2).To be aware of the major opportunities, limitations, issues and risks of Electronic Commerce.   |                             |   |                   |          |  |
| 6. | Learning Outcomes                          | On completion of this course students will be able to:<br>1. To know what Electronic Commerce is.<br>2. To assess the major opportunities, limitations, issues, and risks Electronic Commerce.  |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials             | 1. Electronic Commerce A Managerial Perspective,Efraim Turban.<br>2. Handouts   |                             |   |                   |          |  |
| 8. | Weighting                                  | Presentation 30%, participation and discussion 30%, term paper 40%  |                             |   |                   |          |  |
| 9. | Course Topics                              | Week 1 Overview of electronic commerce<br>Week 2 E-marketplaces: structures, mechanisms, economics, and impacts<br>Week 3 Retailing in electronic commerce: products and services<br>Week 4 Consumer Behavior, market research, and advertisement<br>Week 5 B2B e-commerce: selling and buying in private e-markets<br>Week 6 Public B2B Exchanges and support services<br>Week 7 E-supply chains, collaborative commerce, intra-business EC, and corporate portals<br>Week 8 Innovative EC systems: from E-government and E-learning to C2C<br>Week 9 Mobile commerce and Pervasive Computing<br>Week 10 E-auctions<br>Week 11 E-commerce security<br>Week 12 Electronic payment systems<br>Week 13 Order fulfillment, e-CRM, and other support services<br>Week 14 E-commerce strategy and Global EC<br>Week 15 Economics and justification of Electronic Commerce<br>Week 16 Launching a successful Online Business and EC Project<br>Week 17 Legal, Ethical, and Societal Impacts of EC<br>Week 18 Presentation |                             |   |                   |          |  |

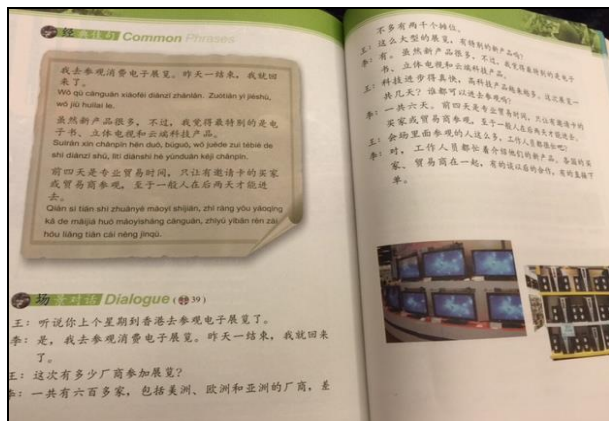
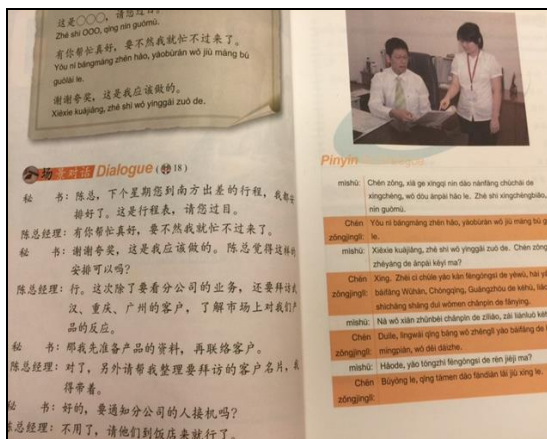
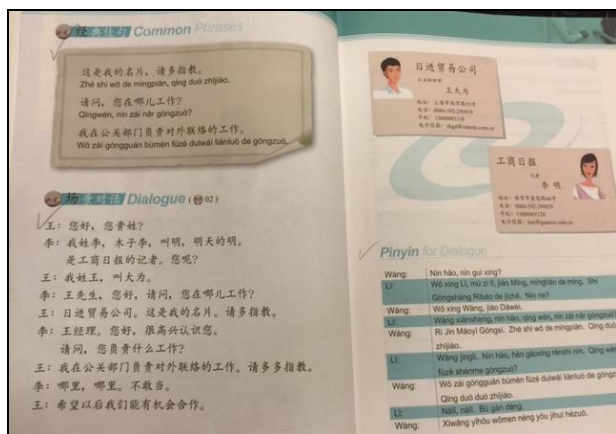
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|-----|--|---|-----------------------------|---|-------------------|---|
| 1.  | Department of International Business       |   |                             |   |                   |   |
| 2.  | Curriculum code                            |   | Optional or Required Course |   | Optional          |   |
|     | Title of Course                            | Business Chinese & Essential Etiquettes – Basic Level   |                             |   |                   |   |
| 3.  | Credit                                     | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0 |
| 4.  | Pre selected Course or Special Regulations | General Chinese<br>*This course is recommended to those who have studied general Chinese for at least 6 months. Pleaes note that this course is NOT suitable for those who have never leaned Chinese.   |                             |   |                   |   |
| 5.  | Course Objective                           | The objectives of this course is to help Chinese learners to:<br>1. improve their communication skills and ability to express themselves in the business context;<br>2. be familiar with authentic workplace reading materials and documents at entry level;<br>3. learn about Chinese business culture and etiquette rules to communicate more effectively in business situations.   |                             |   |                   |   |
| 6.  | Learning Outcomes                          | On completion of this course students will be able to:<br>1. introdue themsevles formally, exchange business cards, and socialize in Chiense manners, and take a taxi, indicate directions, and take a business trip in Chinese;<br>2. book a hotel room, socialize with clients, demonstrate a new products, and attend an electronics exhibition;<br>3. compare the language usage relevant to the contexts above in Taiwan and the Chinese mainland provided to braden the scope of application. |                             |   |                   |   |
| 7.  | Generic Skills                             | The following generic skills will be developed within this course:<br>1. Chinese language proficiency<br>2. Cross-cultural understanding<br>3. Interpersonal skills   |                             |   |                   |   |
| 8.  | Texts and Supporting Materials             | 1. Far East Business Chiense I (The Far East Book Co., Ltd.)<br>2. Dos and don'ts in Taiwan by Steven Crook, iGROUP Press   |                             |   |                   |   |
| 9.  | Weighting                                  | Assignments and quizzes: 30%<br>Mid-term Exam: 30%<br>Final Exam: 40%   |                             |   |                   |   |
| 10. | Course Topics                              | (Before every class, please review the lesson. Students will be expected to answer the teacher's questions and take part in class discussion.)<br>Week 1 Orientation, Lesson 1<br>Week 2 Lesson 1 & 2<br>Week 3 Lesson 2, Quiz on Lessons 1 & 2<br>Week 4 Lesson 3<br>Week 5 Lesson 3 & 4<br>Week 6 Lesson 4, Quiz on Lessons 3 & 4<br>Week 7 Lesson 5<br>Week 8 Lesson 5, Quiz on Lesson 5<br>Week 9 Mid-term Exam   |                             |   |                   |   |

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|--|--|
|  | Week 10 Lesson 6                         |
|  | Week 11 Lesson 6                         |
|  | Week 12 Lesson 7                         |
|  | Week 13 Lesson 7 (Lesson 8 - self-study) |
|  | Week 14 Lesson 9                         |
|  | Week 15 Lesson 9                         |
|  | Week 16 Lesson 10                        |
|  | Week 17 Lesson 10                        |
|  | Week 18 Final Exam                       |

## ● Notes:

Before choosing the course, please take look at the following images as the extracts of Lessons 1, 5, and 10 from the textbook for your reference, and judge if the difficulty level suits you.



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| 1. | Department of International Business      |   |                             |                                   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |                                   | Optional          |          |  |
|    | Title of Course                           | International Business Strategy   |                             |                                   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3                                 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | "Management" and "Economics" are desirable but not necessary.   |                             |                                   |                   |          |  |
| 5. | Course Objective                          | On completion of this course students will be able to:<br>1. Clearly define strategy management<br>2. Understand basic concept of competition and its dynamics<br>3. Apply Porter’s analysis framework<br>4. Apply game theory to competition and strategy formulation<br>5. Form Resource-based and ecological views of strategy<br>6. Practice strategic management analysis  |                             |                                   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course students will be able to:<br>1. Clearly define strategy management<br>2. Understand the basic concept and dynamics of competition<br>3. Apply Porter’s framework of analysis<br>4. Apply game theory to competition and strategy formulation<br>5. Have resource-based and ecological views of strategy<br>6. Practice strategic management analysis   |                             |                                   |                   |          |  |
| 7. | Texts and Supporting Materials            | Theory of Strategic Management, Charles, Hill, 2010, Prentice Hall  |                             |                                   |                   |          |  |
| 8. | Weighting                                 | Class participation   | 30%                         | Team reports and individual notes | 20%               |          |  |
|    |   | Midterm test  | 20%                         | Final report or test              | 20%               |          |  |
| 9. | Course Topics                             | Week 1 Leadership ,;Strategy , and Competitive Advantage<br>Week2 Opportunities and Threats-Analyzing the Global Environment<br>Week3 Competencies and Profitability-Analyzing<br>Week4 Strategy at the Functional Level<br>Week5 Strategy at the Business Level<br>Week6 Global Industry Environment and Business-Level Strategy<br>Week7 Technology<br>Week8 Global Strategy<br>Week9 Case Report on IB Strategy 1<br>Week10 Case Report on IB Strategy 2<br>Week11 Strategy at the Corporate Level<br>Week12 Corporate Diversification Strategy<br>Week13 Performance and Governance<br>Week14 Corporate Single Industry Strategy<br>Week15 Corporate Strategy across Countries and Industries<br>Week16 Case Report on IB Strategy 3<br>Week17 Case Report on IB Strategy 4<br>Week18 Final Exam or Conclusion Report |                             |                                   |                   |          |  |

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| 2. | Curriculum code                           |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | International Financial Management  |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | Accounting, Statistics and Financial Management   |                             |   |                   |          |  |
| 5. | Course Objective                          | This course aims to help overseas students :<br>1. Understand the international financial market environment<br>2. Understand the concept and application of international financial management tools   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course students will be able to:<br>1. Investigate the current status of the international financial environment and system<br>2. Understand the risk of foreign exchange, economic and accounting in management<br>3. Understand the international financial markets and a variety of international financing instruments<br>4. Develop international investment decision and financial policy   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | Shapiro, A. C. and Atulya Sarin, Foundations Of Multinational Financial Management, 6th edition, John Wiley & Sons inc  |                             |   |                   |          |  |
| 8. | Weighting                                 | Class presentation and participation(40%), Midterm Exam(30%), Final Exam(30%)   |                             |   |                   |          |  |
| 9. | Course Topics                             | PART I: ENVIRONMENT OF INTERNATIONAL FINANCIAL MANAGEMENT<br>Week1 : Ch 1. Introduction: Multinational Enterprise and Multinational Financial Management<br>Week2 : Ch 2. The Determination of Exchange Rates<br>Week3 : Ch 3. The International Monetary System<br>Week4 : Ch 4. Parity Conditions in International Finance and Currency Forecasting<br>Week5 : Ch 5. The Balance of Payments and International Economic Linkages.<br>PART II: FOREIGN EXCHANGE AND DERIVATIVES MARKETS<br>Week6 : Ch 6. The Foreign Exchange Market<br>Week7 : Ch 7. Currency Futures and Options Markets<br>Week8 : Ch 8. Swaps and Interest Rate Derivatives<br>Week9 : Midterm Exam<br>PART III: FOREIGN EXCHANGE AND RISK MANAGEMENT<br>Week10 : Ch 9. Measuring and Managing Translation and Transaction Exposure<br>Week11 : Ch 10. Measuring and Managing Economic Exposure<br>PART IV: FOREIGN MARKETS AND INVESTMENTS<br>Week12 : Ch 11. Country Analysis<br>Week13 : Ch 12. International Financing and National Capital Markets<br>Week14 : Ch 13. International Portfolio Investment<br>Week15 : Ch 14. Capital Budgeting for the Multinational Corporation<br>Part V: FINANCING AND CONTROLLING MULTINATIONAL OPERATIONS<br>Week16 : Ch 15. Foreign Trade and Short-term Financing<br>Week17 : Ch 16. Managing the Multinational Financial System<br>Week18 : Final Exam |                             |   |                   |          |  |

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| 1. | Department of International Business      |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | Financial Statement Analysis  |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | Introduction to Accounting  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course is designed to achieve the following goals:<br>(1) Introduce financial statement analysis as an integral part of the broader framework of business analysis<br>(2) Describe the strategies underlying business activities and their effects on financial statements<br>(3) Explain and analyze the accounting measurement and reporting practices underlying financial statements<br>(4) Provide insights into income determination and asset and liability management<br>(5) Examine the processes and methods of financial analysis   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course students will be able to:<br>(1) Apply popular tools and techniques in analyzing and interpreting financial statements<br>(2) Familiar with the procedures for the analysis and adjustment of financial statements<br>(3) Understand recognition methods of both revenues and expenses<br>(4) Analyze cash flow measures for insights into business activities<br>(5) Comprehend essential concepts of return on net operating assets and return on equity   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | Subramanyam, K. R. and Wild, John J., <i>Financial Statement Analysis</i> , 10th Edition.   |                             |   |                   |          |  |
| 8. | Weighting                                 | 1. Class Participation and Assignments (25%)<br>2. Midterm Exam (25%)<br>3. Term Paper (25%)<br>4. Final Exam (25%)   |                             |   |                   |          |  |
| 9. | Course Topics                             | This syllabus is subject to change at the discretion of the instructor.<br>Week 1. Introduction to Course, Syllabus, and Expectations<br>Week 2. Chapter 1 – Overview of Financial Statement Analysis<br>Week 3. Chapter 2 – Financial Reporting and Analysis<br>Week 4. Chapter 2 – Financial Reporting and Analysis<br>Week 5. Chapter 3 – Analyzing Financing Activities<br>Week 6. Chapter 4 – Analyzing Investing Activities<br>Week 7. Chapter 5 – Analyzing Investing Activities: Inter-corporate Investments<br>Week 8. Chapter 5 – Analyzing Investing Activities: Inter-corporate Investments<br>Week 9. Mid-term Exam<br>Week 10. Chapter 6 – Analyzing Operating Activities<br>Week 11. Chapter 6 – Analyzing Operating Activities<br>Week 12. Chapter 7 – Cash Flow Analysis<br>Week 13. Chapter 7 – Cash Flow Analysis<br>Week 14. Chapter 8 – Return on Invested Capital and Profitability Analysis<br>Week 15. Chapter 8 – Return on Invested Capital and Profitability Analysis<br>Week 16. Oral Presentations<br>Week 17. Oral Presentations<br>Week 18. Final Exam |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|    |   |  |                             |                                   |                   |          |  |
|----|---|--|-----------------------------|-----------------------------------|-------------------|----------|--|
| 1. | Department of International Business      |  |                             |                                   |                   | Semester |  |
| 2. | Curriculum code                           |  | Optional or Required Course |                                   | Optional          |          |  |
|    | Title of Course                           | Global Industry Analysis   |                             |                                   |                   |          |  |
| 3. | Credit                                    | 3  | Hours of class Attendance   | 3                                 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | "Management" and "Economics" are desirable but not necessary.  |                             |                                   |                   |          |  |
| 5. | Course Objective                          | This course aims to help overseas students with the following abilities:<br>(1) Mastering industry definition and analysis<br>(2) Industry Structure, Conduct and Performance (SCP) paradigm<br>(3) Competition and competitive advantage<br>(4) Global strategy and competition<br>(5) Game theory and its application to competition<br>(6) Practice to undertake case study of global industry, ex. Global auto industry  |                             |                                   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course students will be able to:<br>1. Clearly define global industry<br>2. Understand the basic concept of competition and performance<br>3. Apply Porter’s framework of analysis<br>4. Apply game theory to competition and strategy formulation<br>5. Undertake a field study of industrial analysis<br>6. Practice global strategic analysis   |                             |                                   |                   |          |  |
| 7. | Texts and Supporting Materials            | The Economics of Industrial Organization, William G. Shepherd, 7 <sup>th</sup> edition, 2010, Prentice Hall.   |                             |                                   |                   |          |  |
| 8. | Weighting                                 | Class participation  | 30%                         | Team reports and individual notes | 20%               |          |  |
|    |   | Midterm test   | 20%                         | Final report or test              | 20%               |          |  |
| 9. | Course Topics                             | Week 1 Introduction...<br>Week 2 Foundation of Industry Analysis<br>Week 3 Definitions of industry<br>Week 4 Boundary of industry<br>Week 5 Theoretical Frameworks of Industry Analysis<br>Week 6 Structure-Conduct-Performance (SCP) approach- traditional perspectives<br>Week 7 Porter’s view- five forces analysis, Diamond model<br>Week 8 Anti-trust and Regulation<br>Week 9 Case study and presentations<br>Week 10 Industrial Competitive Strategy<br>Week 11 Game theory for business and economics<br>Week 12 Case Studies on Global Industry<br>Week 13 Strategy management of international business<br>Week 14 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry<br>Week 15 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry<br>Week 16 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry<br>Week 17 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry<br>Week 18 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry |                             |                                   |                   |          |  |



# National Taipei University of Business Curriculum Outline

|    |   |   |                             |   |                   |          |  |
|----|---|---|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business      |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |   | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | Investment in Mainland China  |                             |   |                   |          |  |
| 3. | Credit                                    | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | None  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course aims to help overseas students:<br>(1) To understand the investment theory and practices of MNcs.<br>(2) To understand the past, present and future of Foreign Investment towards China...<br>(3) Ability to understand the past, present and future of China’s outward Foreign Investment.   |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | 1.Enhance reading and analysis ability and be able to find and solve problems;<br>2. Make relevant applications<br>3. Gain insights from the implications of alternative methods of data collection and interpretation.<br>4. Analyze academic arguments and find their effectiveness and weakness;<br>5. Understand basic economic, trade related and statistical terminology in the material;   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | China Economic Review and relevant journal papers and articles, The Economist   |                             |   |                   |          |  |
| 8. | Weighting                                 | Attendance and Discussion 40%,Final Presentation and Report 60%   |                             |   |                   |          |  |
| 9. | Course Topics                             | Week1: Course Introduction<br>Week2: Investment in China I<br>Week3: Investment in China II<br>Week4: Investment in China III<br>Week5: Foreign Direct Investment (1)<br>Week6: Foreign Direct Investment (2)<br>Week7: Foreign Direct Investment (3)<br>Week8: Foreign Direct Investment (4)<br>Week9: China’s Outward FDI (1)<br>Week10: China’s Outward FDI (2)<br>Week11: China’s Outward FDI (3)<br>Week12: Selective Case Study I<br>Week13: Selective Case Study II<br>Week14: Selective Case Study III<br>Week15: Selective Case Study IV<br>Week16:Final Oral Presentation (1)<br>Week17:Final Oral Presentation (2)<br>Week18:Final Oral Presentation (3) |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|    |  |  |                             |   |                   |          |  |
|----|--|--|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business       |  |                             |   |                   | Semester |  |
| 2. | Curriculum code                            |  | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                            | Internet Marketing   |                             |   |                   |          |  |
| 3. | Credit                                     | 3  | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre selected Course or Special Regulations | None   |                             |   |                   |          |  |
| 5. | Course Objective                           | The objectives of this course are:<br>1. To understand how to attract traffic to a website<br>2. To understand how to generate repeat traffic to a website<br>3. To understand how to enhance conversion rate  |                             |   |                   |          |  |
| 6. | Learning Outcomes                          | On completion of this course students will be able to:<br>1. Attract traffic to a website.<br>2. Generate repeat traffic to website.<br>3. Enhance conversion rate   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials             | 1.101 Ways to promote Your Web Site, Author: Susan Sweeney<br>2.Handouts   |                             |   |                   |          |  |
| 8. | Weighting                                  | Presentation 30%, participation and discussion 30%, term paper 40%   |                             |   |                   |          |  |
| 9. | Course Topics                              | Week 1 Planning Your Web Site / Your Site-From Storyboarding to Programming<br>Week 2 Web Site Elements That Keep Them Coming Back / Spreading the Word with Viral Marketing<br>Week 3 Permission Marketing / Designing Your Site to Be Search Engine Friendly<br>Week 4 Search Engine and Directory Submissions / Developing Your Pay-to-Play Strategy<br>Week 5 Utilizing Signature Files to Increase Web Site Traffic / The E-Mail Advantage<br>Week 6 Autoresponders / Effective Promotional Use of Newsgroups<br>Week 7 Effective Promotion Through Publicly Accessible / Establishing Your Private Mailing List<br>Week 8 Effective Promotion Through Direct Mail Lists / Developing a Dynamite Link Strategy<br>Week 9 Affiliate Programs / Maximizing Promotion with Meta-Indexes<br>Week 10 Winning Awards, Cool Sites, and More / Productive Online Advertising<br>Week 11 Maximizing Media Relations<br>Week 12 Increasing Traffic Through Online Publications<br>Week 13 Web Ring as a Promotion Tool / Landing Pages<br>Week 14 Really Simple syndication / Blogs<br>Week 15 Podcasting / Mobile Marketing<br>Week 16 The power of Partnering / Grand Opening Tips for Your Web Site<br>Week 17 Effective Offline Promotion<br>Week 18 Web Traffic Analysis / Web Metrics |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|    |                                      |  |                             |   |                   |          |  |
|----|--------------------------------------|--|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business |  |                             |   |                   | Semester |  |
| 2. | Curriculum code                      |  | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                      | International Business Negotiation   |                             |   |                   |          |  |
| 3. | Credit                               | 2  | Hours of class Attendance   | 2 | Hours of Practice | 0        |  |
| 4. | Pre elected Course                   | Business English Conversation  |                             |   |                   |          |  |
| 5. | Course Objective                     | This course aims to help overseas students with the following abilities:<br>1. The ability to use English language to negotiate cross-culturally<br>2. The ability to apply appropriate tactics and strategies in international negotiation  |                             |   |                   |          |  |
| 6. | Learning Outcomes                    | On completion of this course students will be able to:<br>1. Familiarize themselves with essential negotiation tactics, theories, and strategies;<br>2. Be aware of cultural differences in international negotiation;<br>3. Acquire appropriate language and expressions for business negotiation;<br>4. Plan and apply useful tactics and strategies for business negotiation.   |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials       | 1. English for international negotiation, by Drew Rodgers<br>2. Negotiation by Lewicki   |                             |   |                   |          |  |
| 8. | Weighting                            | Assignments 30%<br>Mid-term Exam 35%<br>Final Exam 35%   |                             |   |                   |          |  |
| 9. | Course Topics                        | Week 1 Orientation<br>Week 2 Introduction<br>Week 3 The art of negotiation; Tactics and tricks<br>Week 4 Cultural awareness<br>Week 5 Cultural awareness<br>Week 6 Negotiation Process and Expected Outcome<br>Week 7 Planning and implementing strategies<br>Week 8 Speech / Media session<br>Week 9 Mid-term presentations<br>Week 10 Case study A<br>Week 11 Simulation A<br>Week 12 Case Study B<br>Week 13 Simulation B<br>Week 14 Case Study C<br>Week 15 Simulation C<br>Week 16 Speech / Media session<br>Week 17 Final review<br>Week 18 Final exam |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|    |                                      |   |                             |   |                   |          |  |
|----|--------------------------------------|---|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business |   |                             |   |                   | Semester |  |
| 2. | Curriculum code                      |   | Optional or Required Course |   | optional          |          |  |
|    | Title of Course                      | Introduction to the Society and Culture of Taiwan   |                             |   |                   |          |  |
| 3. | Credit                               | 2   | Hours of class Attendance   | 2 | Hours of Practice | 0        |  |
| 4. | Pre elected Course                   | None  |                             |   |                   |          |  |
| 5. | Course Objective                     | The objectives of this course are:<br>1. To understand the society and culture of Taiwan.<br>2. To understand the unique holidays, festivals, and customs of Taiwan.  |                             |   |                   |          |  |
| 6. | Learning Outcomes                    | On completion of this course students will be able to:<br>1. Have a general understanding of Taiwan;<br>2. Respect the culture and customs of Taiwan;<br>3. Introduce Taiwan to students’ families, friends and colleagues in their home countries;<br>4. Explore Taiwan from an insightful perspective.  |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials       | Handouts; DVDs; Field Trips   |                             |   |                   |          |  |
| 8. | Weighting                            | Classroom Discussion 15%<br>Attendance 15%<br>Mid-term Report 35%<br>Final Report 35%   |                             |   |                   |          |  |
| 9. | Course Topics                        | Week 1 Introduction/Orientation<br>Week 2 Introduction to Taiwan<br>Week 3 Population, Languages and Religions<br>Week 4 Population, Languages and Religions<br>Week 5 Cultures: Taiwanese, Western and Aboriginal<br>Week 6 Economy and Development<br>Week 7 Economy and Development<br>Week 8 Field Trip<br>Week 9 Mid-term Report<br>Week 10 Social Customs and Etiquette<br>Week 11 Food and Drink<br>Week 12 Festivals<br>Week 13 Taipei<br>Week 14 Taichung<br>Week 15 Kaohsiung<br>Week 16 The East Coast<br>Week 17 Field Trip<br>Week 18 Final Report |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|     |  |  |                             |   |                   |          |  |
|-----|--|--|-----------------------------|---|-------------------|----------|--|
| 1.  | Department of International Business       |  |                             |   |                   | Semester |  |
| 2.  | Curriculum code                            |  | Optional or Required Course |   | Optional          |          |  |
|     | Title of Course                            | Entrepreneurial Management   |                             |   |                   |          |  |
| 3.  | Credit                                     | 3  | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4.  | Pre selected Course or Special Regulations | None   |                             |   |                   |          |  |
| 5.  | Course Objective                           | The objectives of this course is to provide students with skills, analytical tools , perspectives, and experiences that prepare them for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings.   |                             |   |                   |          |  |
| 6.  | Learning Outcomes                          | On completion of this course students will be able to have the theoretical and practical knowledge such as concepts, skills, analytical tools , methods, and perspectives for preparing themselves to be an successful entrepreneur.   |                             |   |                   |          |  |
| 7.  | Generic Skills                             | The following generic skills will be developed within this course:<br>1. Enough knowledge to launch a new business.<br>2. Analytical ability to assess the opportunities and threats.<br>3. Ability of using tools and methods to run a new business.  |                             |   |                   |          |  |
| 8.  | Texts and Supporting Materials             | 1. The \$100 Startup, Author: Chris Guillebeau<br>2. The Lean Startup, Author: Eric Ries<br>3. Handouts  |                             |   |                   |          |  |
| 9.  | Weighting                                  | Presentation 30%, participation and discussion 30%, term paper 40%   |                             |   |                   |          |  |
| 10. | Course Topics                              | Week 1:<br>Renaissance<br>You already have the skills you need –you just have to know where to look.<br>Give them the fish<br>How to put happiness in a box and sell it<br>Week 2:<br>Follow your passion<br>Get paid to do what you love by making sure it connects to what other other people want.<br>The rise of the roaming entrepreneur<br>“Location,location,location” is overrated.<br>Week 3:<br>The new Demographics<br>Your customers all have something in common, but it has nothing to do with old-school categories.<br>The one-page business plan<br>If your mission statement is much longer than this sentence,it could be too long.<br>Week 4<br>An offer you can’ refuse |                             |   |                   |          |  |

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|  | <p>The step –by step guide to creating a killer offer.</p> <p>Launch</p> <p>A trip to Hollywood from your living room or the corner coffee shop.</p> <p><b>Week 5</b></p> <p>Hustling : The gentle art of self-promotion</p> <p>Show me the money</p> <p>Unconventional fundraising from Kick starter to unlikely car loans.</p> <p><b>Week 6</b></p> <p>Moving on up</p> <p>Tweaking your way to the bank: How small actions create big increases in income.</p> <p>How to franchise yourself</p> <p>Instructions on cloning yourself for fun and profit.</p> <p><b>Week 7</b></p> <p>But what if I fail?</p> <p>How to succeed even if your roof caves in on you.</p> <p><b>Week 8</b></p> <p>Vision</p> <p>Start and Define</p> <p><b>Week 9</b></p> <p>Vision</p> <p>Learn and Experiment</p> <p><b>Week 10</b></p> <p>Steer</p> <p>Leap and Test</p> <p><b>Week 11</b></p> <p>Steer</p> <p>Measure and Pivot(or Persevere)</p> <p><b>Week 12</b></p> <p>Accelerate</p> <p>Batch and Grow</p> <p><b>Week 13</b></p> <p>Accelerate</p> <p>Adapt and Innovate</p> <p><b>Week 14</b></p> <p>Accelerate</p> <p>Waste not, Join the movement</p> <p><b>Week 15</b></p> <p>Oral presentation</p> <p><b>Week 16</b></p> <p>Oral presentation</p> <p><b>Week 17</b></p> <p>Oral presentation</p> <p><b>Week 18</b></p> <p>Oral presentation</p> |
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# National Taipei University of Business Curriculum Outline

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|----|---|---|-----------------------------|--|-------------------|--|----------|
| 1. | Department of International Business      |   |                             |  |                   |  | Semester |
| 2. | Curriculum code                           |   | Optional or Required Course |  | Optional          |  |          |
|    | Title of Course                           | Global Trade Governance: WTO and RTAs   |                             |  |                   |  |          |
| 3. | Credit                                    | 3   | Hours of class Attendance   |  | Hours of Practice |  |          |
| 4. | Pre elected Course or Special Regulations | None  |                             |  |                   |  |          |
| 5. | Course Objective                          | To familiarize students with key institutional aspects of global trade governance in contemporary world- WTO and major RTAs.  |                             |  |                   |  |          |
| 6. | Learning Outcomes                         | Students will understand basic concepts and realities of global trade governance in contemporary world.<br>Students will understand the principles, evolution (process of negotiations) and basic rules of the WTO.<br>Students will understand the practice of Dispute Settlement under the WTO through cases.<br>Students will understand political economy and rules of major RTAs in ( or related to ) East Asia, their interaction with the WTO and some implications. |                             |  |                   |  |          |
| 7. | Texts and Supporting Materials            | WTO, Understanding the WTO<br>Updated Web sources   |                             |  |                   |  |          |
| 8. | Weighting                                 | 50% active participation<br>50% project   |                             |  |                   |  |          |
| 9. | Course Topics                             | 1. The WTO Basics: the History and the Principles<br>2. The Agreements<br>3. Dispute Settlement<br>4. WTO in Crisis: Doha Round, Regionalism, Institutional Supply Challenges for 21 <sup>st</sup> Century Global Trade Governance  |                             |  |                   |  |          |

# National Taipei University of Business Curriculum Outline

|    |   |  |                             |   |                   |          |  |
|----|---|--|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business      |  |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |  | Optional or Required Course |   | Required          |          |  |
|    | Title of Course                           | Intermediate Chinese   |                             |   |                   |          |  |
| 3. | Credit                                    | 3  | Hours of class Attendance   | 3 | Hours of Practice | 0        |  |
| 4. | Pre elected Course or Special Regulations | Basic Chinese  |                             |   |                   |          |  |
| 5. | Course Objective                          | Intermediate Chinese will introduce the Chinese vocabulary and sentence patterns to the students and equip them with intermediate Chinese language skills including listening, speaking, reading and writing. It aims to improve students' Chinese oral expression and reading comprehension.  |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | On completion of this course, students should be able to:<br>1. conduct daily communication in Chinese such as socilaizing, eating, shopping, transportation, etc.<br>2. strengthen the pronunciation of Chinese and get familiar with the phonetic system of Chinese<br>3. recognize common sentences patterns and expression<br>4. master 100 to 150 Chinese characters  |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | Handouts   |                             |   |                   |          |  |
| 8. | Weighting                                 | Attendance: 10%<br>Classroom participation: 20%<br>Assignments: 20%<br>Mid-term exam: 25%<br>Final exam: 25%   |                             |   |                   |          |  |
| 9. | Course Topics                             | 1. Socializing<br>a. Making a phone call<br>b. Making arrangements<br>c. Making plans<br>2. Eating<br>a. At the night market<br>b. At a restaurant<br>3. Shopping<br>a. At the night market<br>b. At the shop<br>c. At the department store<br>4. Transportation<br>a. At the MRT station<br>b. At the Taiwan Railway Satation<br>c. At the High Speed Rail Station<br>5. Other Services<br>a. At the clinic<br>b. At the hair salon |                             |   |                   |          |  |



# National Taipei University of Business Curriculum Outline

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|----|---|--|-----------------------------|---|-------------------|----------|--|
| 1. | Department of International Business      |  |                             |   |                   | Semester |  |
| 2. | Curriculum code                           |  | Optional or Required Course |   | Optional          |          |  |
|    | Title of Course                           | Integrated Marketing Communication   |                             |   |                   |          |  |
| 3. | Credit                                    | 3  | Hours of class Attendance   | - | Hours of Practice | -        |  |
| 4. | Pre elected Course or Special Regulations | -  |                             |   |                   |          |  |
| 5. | Course Objective                          | This course aims to help students to understand and think about what works in commercial communication. The study will include advertising and other areas of brand communication such as public relations, directing marketing, and sales promotion. The uses of both new and old media will be discussed.  |                             |   |                   |          |  |
| 6. | Learning Outcomes                         | After taking this course, students will be able to understand the basic principles and best practices of integrated marketing communication (IMC) in the industry. Students will be aware of the emerging new media as well as how they merge with old media. In an interactive age where consumers are more in charge, the power of social media cannot be ignored. Students are expected to capture the ideas of IMC mentioned above.  |                             |   |                   |          |  |
| 7. | Texts and Supporting Materials            | Advertising & IMC: Principles and Practice (10 <sup>th</sup> edition) by S. Moriarty, N. Mitchell , and W. Wells (Pearson).  |                             |   |                   |          |  |
| 8. | Weighting                                 | Assignment 40%<br>Mid-term Exam 30%<br>Final Exam 30%  |                             |   |                   |          |  |
| 9. | Course Topics                             | Topic 1: Advertising<br>Topic 2: Brand Communication<br>Topic 3: Brand Communication and Society<br>Topic 4: How Brand Communication Works<br>Topic 5: Segmenting and Targeting the Audience<br>Topic 6: Strategic Planning<br>Topic 7: Media Basics<br>Topic 8: Paid Media<br>Topic 9: Owned, Interacdtive, and Earned Media<br>Topic 10: Public Relations<br>Topic 11: Direct Response<br>Topic 12: Promotions<br>Topic 13: The Principles and Practice of IMC<br>Topic 14: Guest Speeches |                             |   |                   |          |  |

# National Taipei University of Business Curriculum Outline

|    |  |   |                             |   |                   |   |
|----|--|---|-----------------------------|---|-------------------|---|
| 1. | Department of International Business       |   |                             |   |                   |   |
| 2. | Curriculum code                            |   | Optional or Required Course |   | Optional          |   |
|    | Title of Course                            | Marketing Management  |                             |   |                   |   |
| 3. | Credit                                     | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0 |
| 4. | Pre selected Course or Special Regulations | Basic economies and management knowledge are recommended.   |                             |   |                   |   |
| 5. | Course Objective                           | Marketing Management is the core of business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, communities and the environment. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition. Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders.   |                             |   |                   |   |
| 6. | Learning Outcomes                          | The main objectives of this course are to improve student's ability to:<br>1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.<br>2. Develop effective marketing strategies to achieve organizational objectives.<br>3. Design a strategy implementation program to maximize its chance of success.<br>4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.  |                             |   |                   |   |
| 7. | Generic Skills                             | Several criteria will be considered when evaluating student's class participation and attendance:<br>• Quality of the class participation is most important. Sheer quantity is neither sufficient nor necessarily desirable.<br>• High quality class participation is thoughtful and includes comments that add to our understanding of a situation and help move class discussion forward. It goes beyond mere repetition of case facts or simple truisms.<br>• High quality class participation is supported with qualitative and/or quantitative analyses.<br>• Your comments should take into account and build on the comments and analyses of your classmates and be relevant to the topic under discussion.<br>• You need to be present in class in order to receive a strong class participation score. Tardiness is a hindrance to class discussion and a distraction for your colleagues. Please be on time |                             |   |                   |   |
| 8. | Texts and Supporting Materials             | Marketing- An Introduction, Gary Armstrong and Philip Kotler, 2015, Prentice Hall. Global edition (Textbook is optional for foreign exchange students)<br>Marketing journal papers.   |                             |   |                   |   |
| 9. | Weighting                                  | Participation (attendance + debates + respectful engagement) 25%<br>Written Assignments (mini-cases + class team exercise) 25%<br>Presentation, group case study 30%<br>Midterm and Final Exam or Presentation 20%  |                             |   |                   |   |

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| 10. | Course<br>Topics | <p>The following is subject to change. Updates and changes will be announced in class as necessary. Basically, each chapter topic will discuss in each class.</p> <p>PART I : DEFINING MARKETING AND THE MARKETING PROCESS<br/> Ch 1 Marketing: Creating and Capturing Customer Value<br/> Ch 2 Company and Marketing Strategy: Partnering to Build Customer Relationships</p> <p>PART II : UNDERSTANDING THE MARKETPLACE AND CONSUMERS<br/> Ch 3 Analyzing the Marketing Environment<br/> Ch 4 Managing Marketing Information to Gain Customer Insights<br/> Ch 5 Understanding Consumer and Business Buyer Behavior</p> <p>PART III : DESIGNING A CUSTOMER-DRIVEN STRATEGY AND MIX<br/> Ch 6 Customer-Driven Marketing Strategy: Creating Value for Target Customers<br/> Ch 7 Products, Services, and Brands: Building Customer Value<br/> Ch 8 Developing New Products and Managing the Product Life-Cycle<br/> Ch 9 Pricing: Understanding and Capturing Customer Value<br/> Ch10 Marketing Channels: Delivering Customer Value<br/> Ch11 Retailing and Wholesaling<br/> Ch12 Communicating Customer Value: Advertising and Public Relations<br/> Ch13 Personal Selling and Sales Promotion<br/> Ch14 Direct and Online Marketing: Building Direct Customer Relationships</p> <p>PART IV: EXTENDING MARKETING<br/> Ch15 The Global Marketplace<br/> Ch16 Sustainable Marketing: Social Responsibility and Ethics</p> |
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# National Taipei University of Business Curriculum Outline

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| 1.  | Department of International Business       |  |                             |   |                   |   |
| 2.  | Curriculum code                            |  | Optional or Required Course |   | Optional          |   |
|     | Title of Course                            | Foreign Direct Investment  |                             |   |                   |   |
| 3.  | Credit                                     | 3  | Hours of class Attendance   | 3 | Hours of Practice | 0 |
| 4.  | Pre selected Course or Special Regulations | No   |                             |   |                   |   |
| 5.  | Course Objective                           | The objectives of this course is to let the student:<br>4. Understand the theory and empirical evidence of FDI,<br>5. The relationships between FDI and economic Growth, Productivity, regional economy and spillover.<br>6. Topics of merge and acquisition   |                             |   |                   |   |
| 6.  | Learning Outcomes                          | On completion of this course students will be able to:<br>4. Familiar with FDI theory and overlook.<br>5. Learn the M&A theory and practices   |                             |   |                   |   |
| 7.  | Generic Skills                             | The following generic skills will be developed within this course:<br>1Analysis and inquiry – The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way.<br>3. Problem solving – The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions.<br>4. Working independently and with others – The ability to plan their own work, be self- directed, and use interpersonal skills and attitudes to work collaborative.  |                             |   |                   |   |
| 8.  | Texts and Supporting Materials             | Related FDI, M&A Journal papers and readings   |                             |   |                   |   |
| 9.  | Weighting                                  | 1. Attendance 15%<br>2. Handouts and PPT are necessary for each presentation.(part I) 35%<br>3. Final topic report and Oral Presentation( part II) 50%   |                             |   |                   |   |
| 10. | Course Topics                              | Part I: Jyh-Feng Ho (Week 1-6) (S1,D1,D3)<br>Paper readings :<br>1.Greenfield or Acquisition entry : A review of the empirical foreign establishment model literature, 2007, Journal of International Management 13<br>2. The impact of greenfield FDI and merger and acquisitions on innovation in Chinese high-tech industries, Xiaohui Liu and Huan Zou, J. of World Business,2008<br>3. Managerial incentives and acquisitions: a survey of the literature<br>Melissa A. Williams, Timothy B. Michael, Edward R. Waller. Managerial Finance. 2008. Vol. 34, Iss. 5; pg. 328<br>4.Mitigating risk in international mergers and acquisitions : the role of contingent payouts, Jeffrey Reuer, Oded Shenkar, Roberto Ragozzino, Journal of International Business Studies, 2004,32, p19~32<br>5.Post-acquisition Management : A Phases Approach for Cross-border M&As, Penelope Quah, Stephen Young, European Management Journal, 2005,23,1, p65~75 |                             |   |                   |   |

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|  | <p>Case study :</p> <ol style="list-style-type: none"> <li>1. Fubon(富邦) v.s ING 安泰人壽 (Taiwan)</li> <li>2. Acer v.s Gateway</li> <li>3. BenQ v.s Siemens</li> <li>4. Lenovo v.s IBM PC</li> <li>5. Renault v.s Nissan</li> </ol> <p>Framework of Case Study :</p> <ol style="list-style-type: none"> <li>1. Case preview</li> <li>2. Strategy analysis of M&amp;A</li> <li>3. Financial analysis of M&amp;A</li> <li>4. Performance evaluation of post-M&amp;A</li> <li>5. Key successful factors of M&amp;A case</li> </ol> <p>Notes:</p> <ol style="list-style-type: none"> <li>1. One paper reading and one case study for each week.</li> <li>2. Part I Handouts and PPT are necessary for each presentation.</li> <li>3. One paper reading and one case study for each week.</li> </ol> <p>Part II: Chun-Chien Kuo (Week 7-18)</p> <p>Selected Topics: (paper reading and discussion)</p> <ol style="list-style-type: none"> <li>1. FDI and Economic Growth (2 papers, week 7-8) (S1,D1, D3)       <ol style="list-style-type: none"> <li>A. Sjoerd Beugelsdijk_, Roger Smeets, Remco Zwinkels , "The impact of horizontal and vertical FDI on host's country economic growth" , International Business Review 17 (2008) 452–472</li> <li>B. E. Borensztein ,*, J. De Gregorio, J-W. Lee, "How does foreign direct investment affect economic1 growth?", Journal of International Economics 45 (1998) 115–135</li> </ol> </li> <li>2. FDI and Regional Development (2 papers, week 9-10) (S1,D1, D3)       <ol style="list-style-type: none"> <li>A. Chyau Tuan, Linda Fung-Yee Ng , "The place of FDI in China's regional economic development: Emergence of the globalized delta economies", Journal of Asian Economics 18 (2007) 348–364</li> <li>B. Ting Gao, " Foreign direct investment and growth under economic integration " , Journal of International Economics 67 (2005) 157–174</li> </ol> </li> <li>3. FDI and Productivity (2 papers, week11-12) (S1,D1, D3)       <ol style="list-style-type: none"> <li>A. Chyau Tuan, Linda F.Y. Ng ,, Bo Zhao, " China's post-economic reform growth: The role of FDI and productivity progress", Journal of Asian Economics 20 (2009) 280–293</li> <li>B. Jaehwa Lee, " Trade, FDI, and productivity convergence: A dynamic panel data approach in 25 countries", Japan and the World Economy xxx (2008) xxx–xxx</li> </ol> </li> <li>4. FDI and Spillover (2 papers, week 13-14) (S1,D1, D3)       <ol style="list-style-type: none"> <li>A. Kui-yin CHEUNG, Ping LIN, "Spillover effects of FDI on innovation in China: Evidence from the provincial data", China Economic Review 15 (2004) 25– 44</li> <li>B. Simon Fan , Yifan Hu , "Foreign direct investment and indigenous technological efforts:Evidence from China", Economics Letters 96 (2007) 253–258</li> </ol> </li> <li>5. FDI and OFDI in China (week15-16) (S1,D1, D3)       <p>Dr Paz Estrella Tolentino , "The determinants of the outward foreign direct investmentof China and India: Whither the home country?" United Nations University Working Papers #2008-049</p> </li> </ol> <p>Final report: Assign a topic to each students (week17-18) (S1, D1, D2)</p> |
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# National Taipei University of Business Curriculum Outline

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| 1. | Department of International Business       |   |                             | Dr. Chung-Kai Huang 黃仲楷老師<br>TA Ming-Lun (Judy) Li 李明倫助教<br>TA Jung-Tse (Neal) Hsieh 謝鎔澤助教 |
| 2. | Curriculum code                            |   | Optional or Required Course | Optional   |
|    | Title of Course                            | Management of Technology and Innovation 科技與創新管理   |                             |  |
| 3. | Credit                                     | 3   | Hours of class Attendance   | 3  |
| 4. | Pre selected Course or Special Regulations | <p>Laptops in classroom<br/>Use of laptops in the classroom is permitted to facilitate online access during discussions. Use for emailing during class or pursuing unrelated web will result in loss of access during class time.</p> <p>Originality of project assignment<br/>Written products delivered are expected to be original works prepared in response to an essay or project assignment. On occasion, there can be acceptable extensions of related research undertaken by the student. However, in those cases, the student first must seek written permission for undertaking such a related endeavor and, in the final product, must clearly identify original material developed for the course. Failure to follow this procedure will result in a failing grade for the paper. Students are expected to abide by NTUB's code of academic honesty.</p>   |                             |  |
| 5. | Course Objective                           | <p>We live and work in an increasingly knowledge-intensive age. Today and tomorrow's managers need to understand how technology and innovation are essential for delivering value to organizations and the marketplace. Such trends mean that the lacks of technology and innovation related working knowledge would cause significant consequences in the management of modern firm. Thus, it is very critical that future business professionals should have a working knowledge in this area.</p> <p>This course introduces the student to topics in the management of technology and innovation. It examines the critical role of technology as a strategic resource to achieve organizational objectives. Topics include entrepreneurship, developing and managing new ventures, managing innovation, the technology life cycle, management of research and development (R&amp;D) personnel and projects, evaluation of R&amp;D projects, and integrating technology strategy with the organizations overall business strategy. This course will introduce the student to technology management in order to help him or her write the research and development portion of their business plan.</p> |                             |  |
| 6. | Learning Outcomes                          | <p>This course guides senior undergraduates or postgraduates through the technology development process, and is intended to appeal to those interested in evolution, managing technology-oriented firms, creating technology-driven startups, or consulting to such firms. Students will understand how to better select technological opportunities and understand organizational challenges that prevent these technologies from being successful.</p> <p>The class consists of case studies, and story-telling among students. As such, students will be asked to view the firm as a whole and analyze the various functional areas of business and its external factors. In the course, students will learn to:</p>   |                             |  |

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|     |                                | <ul style="list-style-type: none"> <li>▪ Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.</li> <li>▪ Understand different approaches to managing innovation.</li> <li>▪ Clearly identify drivers and barriers to technological innovation within an organization.</li> <li>▪ Understand what it takes to manage technological innovation</li> </ul>  |
| 7.  | Generic Skills                 | <p>The following generic skills will be developed within this course:</p> <ul style="list-style-type: none"> <li>▪ Communication skills</li> <li>▪ Problem solving skills</li> <li>▪ Analytical skills</li> <li>▪ Teamwork skills</li> </ul>   |
| 8.  | Texts and Supporting Materials | <p>Strategic Management of Technological Innovation by Schilling 5/e<br/> <a href="http://www.hwatai.com.tw/">http://www.hwatai.com.tw/</a></p>  |
| 9.  | Weighting                      | <p>Class participation 20%<br/> Assignemnts 30%<br/> Exam 25%<br/> Group project 35%</p>   |
| 10. | Course Topics                  | <p>Ch 1 Introduction</p> <p>PART I: INDUSTRY DYNAMICS OF TECHNOLOGICAL INNOVATION</p> <p>Ch 2 Sources of Innovation<br/> Ch 3 Types and Patterns of Innovation<br/> Ch 4 Standards Battles and Design Dominance<br/> Ch 5 Timing of Entry</p> <p>PART II: FORMULATING TECHNOLOGICAL INNOVATION STRATEGY</p> <p>Ch 6 Defining the Organization's Strategic Direction<br/> Ch 7 Choosing Innovation Projects<br/> Ch 8 Collaboration Strategies<br/> Ch 9 Protecting Innovation</p> <p>PART III: IMPLEMENTING TECHNOLOGICAL INNOVATION STRATEGY</p> <p>Ch10 Organizing for Innovation<br/> Ch11 Managing the New Product Development Process<br/> Ch12 Managing New Product Development Teams<br/> Ch13 Crafting a Deployment Strategy</p> |

# National Taipei University of Business Curriculum Outline

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|-----|--|---|-----------------------------|---|-------------------|----------|
| 1.  | Department of International Business       |   |                             |   |                   | semester |
| 2.  | Curriculum code                            |   | Optional or Required Course |   | Optional          |          |
|     | Title of Course                            | Econometrics  |                             |   |                   |          |
| 3.  | Credit                                     | 3   | Hours of class Attendance   | 3 | Hours of Practice | 0        |
| 4.  | Pre-selected Course or Special Regulations | Statistics or related course  |                             |   |                   |          |
| 5.  | Course Objective                           | The objectives of this course is to let the student:<br>1. Understand the nature and scope of Econometrics<br>2. Be familiar with the liner regression model, regression analysis in practice and some advanced topics in Econometrics<br>3. Learn and use econometric software, E-View, to practice and perform econometric tests and analysis |                             |   |                   |          |
| 6.  | Learning Outcomes                          | On completion of this course students will be able to:<br>1. Know the fundamental basis for Econometrics<br>2. Use the related software<br>3. Apply econometric skill to analyze research topics  |                             |   |                   |          |
| 7.  | Generic Skills                             | The following generic skills will be developed within this course:<br>1. Learn the basic statistics and econometric theoretical knowledge.<br>2. Perform the practical econometrical analysis   |                             |   |                   |          |
| 8.  | Texts and Supporting Materials             | Essentials of Econometrics Fourth Edition Damodar N. Gujarati, Dawn C. Porter<br>McGRAW- HILL INTERNATIONAL EDITIONS<br>Hwa tai publishing  |                             |   |                   |          |
| 9.  | Weighting                                  | Attendance 15% Homework 10% Mid-term Exam 25% Final project (with data) 50%   |                             |   |                   |          |
| 10. | Course Topics                              | Basic ideas of linear regression: The Two-Variables Model, hypothesis testing, multiple regression, dummy variable regression model, multicollinearity, autocorrelation and simultaneous Equation model.....  |                             |   |                   |          |