

# **National Taipei University of Business**

## **Exchange Program courses outline**

### **For Spring Semester 2024**



# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M011131	Optional or Required Course		Optional		
	Title of Course	PRACTICAL BUSINESS CHINESE CONVERSATION					
3.	Credit	3	Hours of class Attendance	3	Hours of Practice	0	
4.	Pre elected Course or Special Regulations	Living Chinese, Basic Level of Chinese					
5.	Course Objective	This course aims to help overseas students with the following abilities: (1) The ability to make and answer phone calls appropriately in the workplace (2) The ability to use appropriate expressions on polite social occasions of reception, greeting, introduction, and socialization (3) The ability to complete simple transactions in everyday context.					
6.	Learning Outcomes	On completion of this course, students will be able to: 1. Answer phone calls in the workplace correctly; 2. Make phone calls politely; 3. Take and leave messages by phone; 4. Receive a guest with appropriate Chinese; 5. Make introductions and greetings in the first meeting; 6. Socialize with a guest with small talk; 7. Name various items in a store; 8. Complete transactions in a store.					
7.	Texts and Supporting Materials	Handouts					
8.	Weighting	Quizzes and assignments 40% Midterm exam 30% Final Exam 30%					
9.	Course Topics	Week 1 Orientation Week 2 Self-introduction (A) Week 3 Self-introduction (B) ; Small talk (A) Week 4 Self-introduction (C) ; Small talk (B) Week 5 Small talk (C) ; Phone Talk (A) Week 6 Phone Talk (B); Naming fast consumption goods (A) Week 7 Phone Talk (C); Naming fast consumption goods (B) Week 8 Naming fast consumption goods (C) ; Review Week 9 Mid-term Exam (Self-introduction; Small Talk; Fieldwork) Week 10 First meeting (A) ; Manners of offering drinks Week 11 First meeting (B) ; Receiving a guest (A) Week 12 Firsting meeting (B) ; Receiving a guest (B) Week 13 Receiving a guest (C) ; Ordering food Week 13 Entertaining a guest (A) : Inviting to a meal; ording food; having small Week 14 Entertaining a guest (B) Week 15 Entertaining a guest © Week 16 Working in the service industry Week 17 Working in the service industry Week 18 Final exam					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M0I11120	Optional or Required Course		Optional		
	Title of Course	SELECTED TOPICS ON WTO					
3.	Credit	3	Hours of class Attendance	3	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	The development of organizations’ human resources is becoming more critical as organizations attempt to survive in an increasingly turbulent, dynamic, and competitive global marketplace. This course will examine the role of human resource development in maintaining an organization`s competitive position in today`s environment. In doing so, it will identify assessment techniques that will assist the manager in determining both the general training needs of the organization and the specific needs of the employees. The course will introduce practices that help managers to successfully transfer training to the workplace so that organizational efficiency and effectiveness improve. The course will also examine special topics of interest, such as diversity training and career management.					
6.	Learning Outcomes						
7.	Texts and Supporting Materials						
8.	Weighting	Class participation 20% Assignments 30% Exam 25% Group project 35%					
9.	Course Topics	Week1. instruction Week2. Tutorial of database use Week3. Ch1: Employee training and development Week4. Ch2: Strategic training Week5. Ch3: Needs assessment Wee6. Field trip Week7. Ch4: Learning and transfer of training Week8. Ch5: Training evaluation Week9. Ch6: Traditional training methods Week10. Ch7: Technology-based training methods Week11. Ch8: Employee development and career management Week12. Hands-on workshop Week13 Ch9: The future of training and development Week14. Business case study Week15. Keynote sharing Week16.Capstone project: Adapting the training function to the complexities of today`s business environment Week17.Capstone project: Adapting the training function to the complexities of today`s business environment Week18.Final project					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M0I11340	Optional or Required Course		Optional		
	Title of Course	CROSS-CULTURAL SERVICE AND LEADERSHIP					
3.	Credit	2	Hours of class Attendance	2	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	Service-learning is an educational approach that balances formal instruction and direction with the opportunity to serve in the community and to provide a pragmatic and progressive learning experience. Service-Learning connects the traditional classroom experience with the real-life lessons that come through service. Proper S-L approaches will provide a series of exercises to allow students to reflect on their service experiences in growing character, problem-solving skills, and an understanding of civic responsibility. Many North American colleges and universities now embrace the concept of service-learning as a legitimate and beneficial way to engage students in their learning experience. Although Service-Learning approaches may differ greatly from place to place, it should allow participants the opportunity to effectively learn through the practical experience of serving the community in one way or another. Currently Service-learning courses are compulsory throughout the middle and higher education in Taiwan. This course aims to help students have in-depth contact and understanding of Taiwanese living culture.					
6.	Learning Outcomes	The service that students provide to the community should aim to help or assist a local organization, environment or people to become better or improve the status quo. Through the service and interaction with the local, students shall have better understanding about the ethos of the country and people. (1) Students are expected to attend preparatory lectures on cross-cultural understanding before serving in the field. (2)In the meantime, sign up the service type, decide the field of service, and draft a service plan in due time (3)Then, complete 10-hour service before the mid-term week. Submit the mid-term report and discuss with the instructor about the progress during the mid-term week. (4)After the mid-term, complete another 8-hour service, submit a cultural observation and reflection report, and make the final presentation before the end of semester. (5) During the service period, do not hesitate to contact the instructor if there is any problem.					
7.	Texts and Supporting Materials	Leading with Cultural Intelligence (by David Livemore)					
8.	Weighting	Assignments & Service Plan 30% Mid-term Report 30% Final Presentation (Analysis Report 20%, Presentation 20%)					
9.	Course Topics	Week1 Orientation & Introduction Week2 Lecture on Intercultural Communication Week3 Lecture on Intercultural Communication Week4 Individual Conference & Finalizing the service plan Week5 to Week 8 Fieldwork Week9 Mid-term Report Week10 to Week 15 Fieldwork Week16 Final Presentation Week17 Final Presentation Week18 Final Review					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M0I11360	Optional or Required Course		Optional		
	Title of Course	CHINESE LANGUAGE AND CULTURE II					
3.	Credit	3	Hours of class Attendance	3	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	Basic Chinese (I) focuses on spoken Chinese and aims to strengthen daily conversation and applications. This course adopts communicative language teaching and task-based learning to help students learn in natural contexts. Each lesson has clear learning objectives and provides authentic daily situations. Through various classroom activities, students consolidate their learning while having fun. * The course schedule is subject to change based on class progress.					
6.	Learning Outcomes	1. Introducing yourself in Chinese 2. Family members 3. Hobbies 4. Shopping 5. Food and drink 6. Locations and positions					
7.	Texts and Supporting Materials	A Course in Contemporary Chinese (Book 1). Linking Publishing.					
8.	Weighting	Participation (activities, quizzes, homework, etc.) 40% Oral Interview 10% Midterm Exam 15% Final Exam 20% Group Project 15%					
9.	Course Topics	Week1 Orientation; Pronunciation Drills Week2 Welcome to Taiwan 歡迎你來臺灣; Pronunciation Drills Week3 Welcome to Taiwan 歡迎你來臺灣 Week4 My Family 我的家人 Week5 My Family 我的家人 Week6 What Are You Doing Over the Weekend? 週末做什麼？ Week7 What Are You Doing Over the Weekend? 週末做什麼？ Week8 What Are You Doing Over the Weekend? 週末做什麼？ Week9 Midterm Exam Week10 Excuse Me. How Much Does That Cost in Total? 請問一共多少錢？ Week11 Excuse Me. How Much Does That Cost in Total? 請問一共多少錢？ Week12 Beef Noodles Are Really Delicious 牛肉麵真好吃 Week13 Beef Noodles Are Really Delicious 牛肉麵真好吃 Week14 Their School Is Up in the Mountains 他們學校在山上 Week15 Their School Is Up in the Mountains 他們學校在山上 Week16 Review Week17 Final Exam; Oral Interview Week18 Group Project Presentation					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M0I117150	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: 1. Clearly define strategy management 2.Understand basic concept of competition and its dynamics 3.Apply Porter’s analysis framework 4.Apply game theory to competition and strategy formulation 5.Form Resource-based and ecological views of strategy 6.Practice strategic management analysis					
6.	Learning Outcomes	On completion of this course students will be able to: 1. Clearly define strategy management 2. Understand the basic concept and dynamics of competition 3. Apply Porter’s framework of analysis 4. Apply game theory to competition and strategy formulation 5. Have resource-based and ecological views of strategy 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 Week2 Opportunities and Threats-Analyzing the Global Environment Week3 Competencies and Profitability-Analyzing Week4 Strategy at the Functional Level Week5 Strategy at the Business Level Week6 Global Industry Environment and Business-Level Strategy Week7 Technology Week8 Global Strategy Week9 Case Report on IB Strategy 1 Week10 Case Report on IB Strategy 2 Week11 Strategy at the Corporate Level Week12 Corporate Diversification Strategy Week13 Performance and Governance Week14 Corporate Single Industry Strategy Week15 Corporate Strategy across Countries and Industries Week16 Case Report on IB Strategy 3 Week17 Case Report on IB Strategy 4 Week18 Final Exam or Conclusion Report					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester	
2.	Curriculum code	M0I11320	Optional or Required Course		Optional		
	Title of Course	INVESTMENT OF ASIA					
3.	Credit	3	Hours of class Attendance	3	Hours of Practice	0	
4.	Pre elected Course or Special Regulations	Understand the trend for domestic investment and foreign investment in Asia with a focus on China, the evolution of China`s outward investment, China`s Investment Climate, China`s Economy, Economic growth, and investment in China, the future for investment under COVID-19, and the China-US trade War					
5.	Course Objective	Understand the trend for domestic investment and foreign investment in Asia with a focus on China,the evolution of China`s outward investment, China`s Investment Climate, China`s Economy, Economic growth, and investment in Chit, the future for investment under COVID-19, and the China-US trade war					
6.	Learning Outcomes						
7.	Texts and Supporting Materials	The Economists, related Journal articles and paper					
8.	Weighting	attendance 30%, midterm-exam 30%, Final presentation 40%					
9.	Course Topics	Week1 Introduction Week2 China Economy and Asian Economy Overview Week3 China investment/Asian investment overview Week4 China`s Investment Climate/ASEAN Investment Trend and Climate Week5 China`s Investment flows Week6 China`s Economic Growth and Investment Week7 Determinants for Investment Week8 Determinants for Investment Week9 Mid-term Exam Week10 Investment and regional development Week11 Investment and productivity Week12 Selective case study Week13 Selective case study Week14 Selective case study Week15 Selective case study Week16 Individual final presentation Week17 Individual final presentation Week18 Individual final presentation					

# National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester
2.	Curriculum code	M0I11230	Optional or Required Course		Optional	
	Title of Course	TECHNOLOGY APPLICATION AND HUMAN RESOURCE MANAGEMENT				
3.	Credit	3	Hours of class Attendance	3	Hours of Practice	0
4.	Pre elected Course or Special Regulations					
5.	Course Objective	The development of organizations’ human resources is becoming more critical as organizations attempt to survive in an increasingly turbulent, dynamic, and competitive global marketplace. This course will examine the role of human resource development in maintaining an organization`s competitive position in today`s environment. In doing so, it will identify assessment techniques that will assist the manager in determining both the general training needs of the organization and the specific needs of the employees. The course will introduce practices that help managers to successfully transfer training to the workplace so that organizational efficiency and effectiveness improve. The course will also examine special topics of interest, such as diversity training and career management.				
6.	Learning Outcomes					
7.	Texts and Supporting Materials	Noe, R. A. (2022). Employee Training and Development, (8th ed.). New York, NY: McGraw-Hill Education International Edition.				
8.	Weighting	Class participation 20% Assignments 30% Exam 25% Group project 35%				
9.	Course Topics	Week1 Introduction Week2 Tutorial of database use Week3 Ch1: Employee training and development Week4 Ch2: Strategic training Week5 Ch3: Needs assessment Week6 Field trip Week7 Ch4: Learning and transfer of training Week8 Ch5: Training evaluation Week9 Ch6: Traditional training methods Week10 Ch7: Technology-based training methods Week11 Ch8: Employee development and career management Week12 Hands-on workshop Week13 Ch9: The future of training and development Week14 Business case study Week15 Keynote sharing Week16 Capstone project: Adapting the training function to the complexities of today`s business environment Week17 Capstone project: Adapting the training function to the complexities of today`s business environment Week18 Final project				



# National Taipei University of Business Curriculum Outline

1.	Department of Business Administration					Semester	
2.	Curriculum code	30512180	Optional or Required Course		Optional		
	Title of Course	CORPORATE BRAND CASE					
3.	Credit	1	Hours of class Attendance	2	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	This course aims to teach students how to understand, formulate, and manage corporate brands through in-depth case analysis, enabling them to grasp key concepts and skills in brand establishment, promotion, and maintenance. The course will integrate theoretical knowledge with practical applications, equipping students with the ability to address real-world challenges in corporate brand management.					
6.	Learning Outcomes	This course, through in-depth analysis of brand cases, aims to cultivate students` understanding, formulation, and implementation of core concepts and practical skills in corporate brand management strategies. By combining theory and practice, the course is designed to inspire students to contemplate the strategic significance of brands and foster their ability to analyze, plan, and manage brands, particularly in crisis situations.					
7.	Texts and Supporting Materials	Self-compiled Teaching Materials					
8.	Weighting	Attendance: 20 % Class Participation / Group Activity: 20 % Presentation: 30 % Final Exam: 30 %					
9.	Course Topics	Week 1 Course Introduction Week2 Foundations of Brand Management Week3 Brand Positioning and Market Research Week4 Brand case Part 1: Google Week5 Brand case Part 1: Apple Week6 Brand Promotion and Marketing Week7 Brand case Part 3: Tesla Week8 Group discussion Week9 Midterm presentation Week10 Brand Design and Visual Identity Week11 Brand case Part 4: CTBC Week12 Brand case Part 5: Chanel & Louis Vuitton Week13 Brand Promotion and Marketing Week14 Brand case Part 6: Nike & Adidas Week15 Logo design Week16 Group discussion Week17 Final presentation Week18 Final presentation					

# National Taipei University of Business Curriculum Outline

1.	Department of Business Administration					Semester	
2.	Curriculum code	30512180	Optional or Required Course		Optional		
	Title of Course	CORPORATE BRAND CASE					
3.	Credit	1	Hours of class Attendance	2	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	This course aims to teach students how to understand, formulate, and manage corporate brands through in-depth case analysis, enabling them to grasp key concepts and skills in brand establishment, promotion, and maintenance. The course will integrate theoretical knowledge with practical applications, equipping students with the ability to address real-world challenges in corporate brand management.					
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7.	Texts and Supporting Materials	Self-compiled Teaching Materials					
8.	Weighting	Attendance: 20 % Class Participation / Group Activity: 20 % Presentation: 30 % Final Exam: 30 %					
9.	Course Topics	Week 1 Course Introduction Week2 Foundations of Brand Management Week3 Brand Positioning and Market Research Week4 Brand case Part 1: Google Week5 Brand case Part 1: Apple Week6 Brand Promotion and Marketing Week7 Brand case Part 3: Tesla Week8 Group discussion Week9 Midterm presentation Week10 Brand Design and Visual Identity Week11 Brand case Part 4: CTBC Week12 Brand case Part 5: Chanel & Louis Vuitton Week13 Brand Promotion and Marketing Week14 Brand case Part 6: Nike & Adidas Week15 Logo design Week16 Group discussion Week17 Final presentation Week18 Final presentation					

# National Taipei University of Business Curriculum Outline

1.	Department of Business Administration					Semester	
2.	Curriculum code		Optional or Required Course		Optional		
	Title of Course	BUSINESS SUCCESS STORIES					
3.	Credit	1	Hours of class Attendance	2	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	Business case analysis examines a snapshot of a business problem in time. This snapshot provides a wholistic look at the company and the key issues managers face at the time. Thus, case analysis can be an effective and engaging method for students to learn business knowledge and consider how to respond. This course introduces students to the case method and has the following goals: 1. To develop the ability to analyze problems through the discussion and learning of cases. 2. To get a broad sense of the dynamics and contextual forces that influence business success (and failure) 3. Bolster and practice giving persuasive and descriptive presentations in an EMI environment.					
6.	Learning Outcomes	This course will focus on reading and preparing case studies (to be announced in class) with group discussions and interactions. The course will begin with an introduction to the case study analysis methods, allowing students to understand the advantages and limitations of case studies.					
7.	Texts and Supporting Materials	Cases and course materials will be provided in class					
8.	Weighting	Class discussion and participation: 20% Homework 30% Midterm presentation: 10% Final Presentation 40%					
9.	Course Topics	Week 1 Course Introduction, Group Formation Week2 Introduction to the case method Week3 Practice case Week4 Case 1 Week5 Case 2 Week6 Case 3 Week7 Assign midterm presentation Week8 Midterm presentations Week9 Midterm presentation Week10 Case 4 Week11 Assign final project Week12 Case content: Selecting a case Week13 Case content: style and narrative Week14 Case Content: Graphics and Infographics Week15 Progress check Week16 Guest speaker Week17 Final presentation Week18 Final presentation					

# National Taipei University of Business Curriculum Outline

1.	Master’s Program on Law and Negotiation for Global Trade					Semester	
2.	Curriculum code	M0J10650	Optional or Required Course		Optional		
	Title of Course	TRADE REMEDY AND DISPUTE SETTLEMENT: CASE STUDIES					
3.	Credit	2	Hours of class Attendance	2	Hours of Practice	0	
4.	Pre elected Course or Special Regulations						
5.	Course Objective	1. To provide students with an overview of the disciplines and conditions provided in the WTO Agreements with regard to the application of anti-dumping measures, as well as the use of subsidies and the application of countervailing measures, and the application of safeguard measures. 2. To enable students to understand the main functions, objectives and key features of the WTO Dispute Settlement System (DSS), as well as the main procedures and the implementation phase.					
6.	Learning Outcomes	1. Introduction to and explanation of the fundamental principles and important rules regarding anti-dumping, subsidies and countervailing duties, and safeguard measures, with reference to relevant cases. 2. Introduction to the concept, principles and design of the WTO Dispute Settlement System (DSS), followed by explanation of the steps and procedures, including consultations, panel proceedings, appellate proceedings (AB crisis and alternatives), and the implementation stage.					
7.	Texts and Supporting Materials	1. Mitsuo Matsushita, et.al., The World Trade Organization: Law, Practice, and Policy (OUP, 3rd edn. 2015) (Chapter 4, 10-12) 2. Supplementary handouts.					
8.	Weighting	Class performance/coursework/presentation					
9.	Course Topics	Week 1 Anti-dumping: concept of dumping Week2 Anti-dumping: conditions for the application of anti-dumping measures Week3 Case study on anti-dumping Week4 Subsidies: concept and categories Week5 countervailing duties Week6 Case study on subsidies and countervailing duties Week7 Safeguard measures: concept and important rules Week8 Case study on safeguard measures Week9 Mid-term (coursework) Week10 Introduction to the WTO DSS: characteristics, actors and participants, scope Week11 The procedures: consultations Week12 The procedures: panel proceedings Week13 The procedures: appellate proceedings Week14 Appellate Body crisis and alternatives in practice Week15 Implementation of rulings and recommendations Week16 Disagreement on compliance Week17 Remedies for non-compliance Week18 Student presentation					