

文藻外語大學 106 學年度第 1 學期教學綱要  
Wenzao Ursuline University of Languages  
Syllabus for the 1st Semester of the 2017 Academic Year

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壹、課程基本資料

課程名稱 Course Title	台資企業大陸經商模式 TAIWANESE BUSINESS MODELS IN CHINA			
課程類別 (學制) School System	研究所碩士班 Master' s Degree Program			
開課單位 Department	國際事務碩士學位學程			
授課教師 Instructor	謝仁和		職稱 Position Title	副教授
師生互動 Instructor' s Contact Information	辦公室 Office	Z511	辦公室電話 Office Phone Number	07-3426031 ext. 6623
	電子信箱 E-mail	renher@mail.wzu.edu.tw syalinho@gmail.com		
	約談時間 Office Hours	Tuesday 18:30~:20:00 Thursday 18:30~21:00		
學分 Credits	3.0 學分	選課別 Category	【   】必修 Required Course 【√】選修 Elective Course	
開課類別 Course Categories	【   】學年課 For Academic Year 【√】學期課 For Academic Semester		開課年級 Year Taught：2 年級 授課班級 Class Taught：碩士班國事學位學程二年級	
課程概要 Course Description	一、商業模式 二、中國大陸經商環境變化 三、台資企業大陸經商模式 四、案例分析  1. Business models 2. Changing of business environment in China 3. Taiwanese business models in China 4. Case studies			

課程目標 Course Objectives	<p>一、學生能理解商業模式的分析項目及架構。</p> <p>二、學生能運用此架構，對中國大陸市場及投資環境，進行批判性的分析與探討。</p> <p>三、學生能了解台資企業在中國大陸不同產業的經商模式，進行分析及探討。</p> <p>Students are able to:</p> <p>1. Understand the analysis and structures of business models.</p> <p>2. Apply the knowledge to do critical analysis and discussion of China's market and investment environment.</p> <p>3. Understand, analyze and discuss different Taiwanese business models in China.</p>
評量方式與評分 比例分配 Evaluation Criteria	<p>In-Class Participation: 10%</p> <p>In-Class Presentation and Discussion Leading: 10%*4=40%</p> <p>Mid-term project proposal: 20%</p> <p>Final Project: 30%</p>
課堂要求 Course Requirements & Policies	<p>All students are expected to participate in the class happily, diligently and full-heartedly.</p> <p>No calling, chatting, sleeping, day dreaming, or running after one another in the class.</p>
教科書 Textbooks	<p>「請學生務必使用正版教科書」 Please respect copyright and use original text books.</p> <p>1、書名：The e-course has all supplement materials. 作者： 出版社： 出版年： ISBN： 是否自製教材：</p>
指定參考書目或 網址 References	尚未輸入。
補充資料 Additional Remark	本科目無相關下載檔案。

## 貳、課程內容與進度 (Course Content & Schedule)

週次 Week	上課日期 Date	單元名稱 Units	授課方式 Instructional	作業、報告、考試 或其它	備註 Remarks
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			Approaches	Assignments, Tests and Others	
1	106/09/18 ~ 106/09/24	Part I: The Basics Introduction	Lecture and discussion		
2	106/09/25 ~ 106/10/01	Cross strait political economy	Lecture and Discussion		
3	106/10/02 ~ 106/10/08	Chinese Business (macro perspective)	Presentation and Discussion Leading		
4	106/10/09 ~ 106/10/15	Chinese Business (micro perspective)	Presentation and Discussion Leading		
5	106/10/16 ~ 106/10/22	Taishang	Presentation and Discussion Leading		
6	106/10/23 ~ 106/10/29	Part II: The Analytical Tools Analytical tools of industry 1	Lecture and Discussion		
7	106/10/30 ~ 106/11/05	Analytical tools of industry 2	Lecture and Discussion		
8	106/11/06 ~ 106/11/12	Mobile Lecture			All faculty and students in the courses offered by the Department of International Affairs and the Master' s Degree Program of International Affairs are required to attend the GP Evaluation Sessions on December 2, and the Eleventh Annual Graduation Project

					Conference on December 16, 2017. As manda
9	106/11/13 ~ 106/11/19	Midterm project proposal			
10	106/11/20 ~ 106/11/26	Taishang entering time and models 1	Presentation and Discussion Leading		
11	106/11/27 ~ 106/12/03	Taishang entering time and models 2	Presentation and Discussion Leading		
12	106/12/04 ~ 106/12/10	Part III: The Issues Taishang strategies	Presentation and Discussion Leading		
13	106/12/11 ~ 106/12/17	Taishang HR strategy	Presentation and Discussion Leading		
14	106/12/18 ~ 106/12/24	Taishang financing strategy and Transfer pricing in China	Presentation and Discussion Leading		
15	106/12/25 ~ 106/12/31	Selection question of successors	Presentation and Discussion Leading		
16	107/01/01 ~ 107/01/07	CCP' s branch	Lecture and Discussion		
17	107/01/08 ~ 107/01/14	Rethinking Chinese Business Networks	Lecture and Discussion		
18	107/01/15 ~ 107/01/21	Final project			