

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

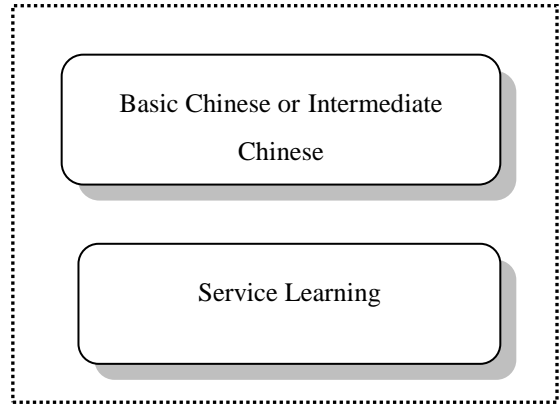
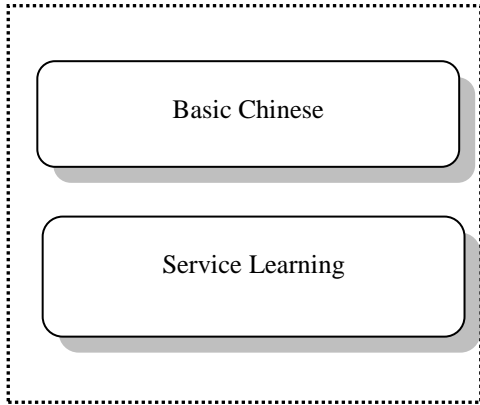
The program will be regulated by the Department of International Business of National Taipei University of Business. All other departments and college administration offices also offer relevant support. The certificate of program completion will be conferred by the Department of International Business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

Appendix 1- Flow chart for all the courses

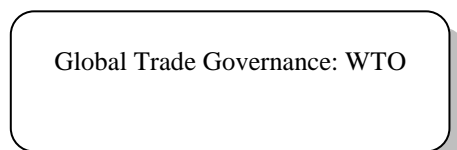
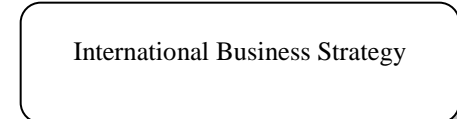
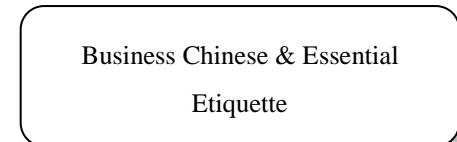
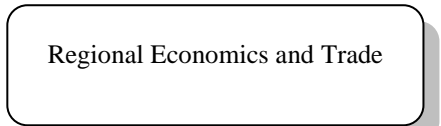
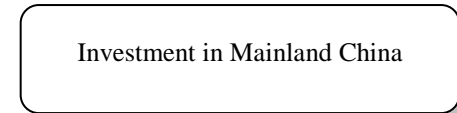
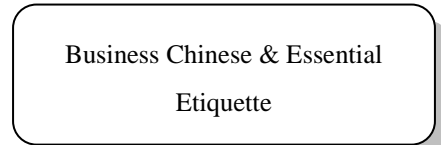
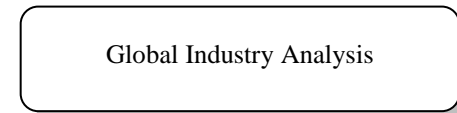
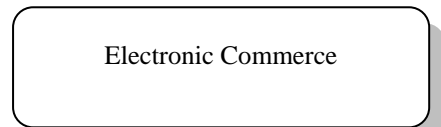
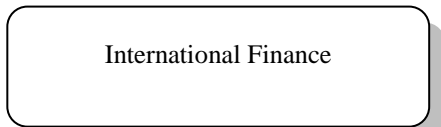
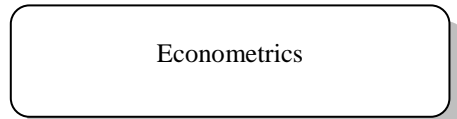
First semester courses

Second semester courses

Required Courses



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	Optional					
	Title of Course	International 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 1. Introduce the practice and organizational issues of multinational corporations. 2. To show why businesses should emphasize more complicate and delicate organization to meet the new international competition game. 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) 2. An understanding of cross-border trade and investment. (Chap5~9) 3. Competition and strategy. (Chap12) 4. Strategic management and organization of international business. (Chap13,14) 5. Global marketing and R&D, manufacturing and logistics. (Chap16, 17) 6. Global HRM. (Ch18) 7. Case study on international competition strategy, international management and international organization control. 8. Papers reading.							
7.	Texts and Supporting Materials	International Business, 2012, Charles. Hill, McGraw Hill.							
8.	Weighting	Class participation	30%	Midterm test	20%	Team reports and individual notes	20%	Final report or test	20%
9.	Course Topics	Week 1 Introduction... Week 2 Globalization Week 3 Cultural difference among nations Week 4 Political and legal environment Week 5 Economic and social environment Week 6 Theory of International Trade Week 7 Political consideration of international trade Week 8 Foreign direct investment, FDI Week 9 Case study and presentations Week 10 Political consideration of FDI Week 11 Regional economic integration Week 12 EU, NAFTA, ASEAN and other important regional integration Week 13 Strategy management of international business Week 14 Organization of international business Week 15 Entry strategy and strategic alliance Week 16 Exporting, importing and countertrade Week 17 Global marketing and R&D Week 18 Integrating case study of IB							

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 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. Additional copywritten material				
8.	Weighting	class participation 40% midterm 30% final exam 30%				
9.	Course Topics	<p>Course Learning Contents</p> <ul style="list-style-type: none"> ●Description of the international financial environment: fund flows between countries, balance of payments, international institutions such as the IMF. ●Describe Spot foreign exchange (fx) rates and their determinants. ●Describe foreign exchange derivatives such as forwards, futures and options and demonstrate their valuation. ●Compute and Explain Parity Conditions such as the IRP, PPP and IFE. ●Measuring fx exposure with emphasis on transaction exposure and economic exposure; introduction to VaR concepts. ●Evaluate fx exposure with emphasis on hedging using options, forwards, swaps and money market instruments. ●Evaluate fx exposure using operational and financial decisions. ●Discuss the basics of international capital budgeting. ●Compute NPV using advanced budgeting techniques: handle country risk, parent-subsidiary asymmetry and real options. ●Explain and evaluate cross-border acquisitions and alliances such as licensing agreements, JVs and mergers. 				

National Taipei University of Business Curriculum Outline

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	<p>This course aims to offer overseas students:</p> <p>(1) An understanding of the regional economic situations and developments in the main economic blocs such as Asia, America, and Europe.</p> <p>(2) An understanding of the new economic developments in the emerging economies.</p> <p>(3) An understanding of the developments and trends of regional economic integration.</p>				
6.	Learning Outcomes	<p>1. To be able to analyze academic arguments to find their strengths and weaknesses;</p> <p>2. To understand basic economic, trade-related and statistical terminology in the material;</p> <p>3. To enhance reading and analysis ability and to be able to find and solve problems;</p> <p>4. Make relevant applications</p> <p>5. Gain insights into the implications from alternative methods of data collection and interpretation.</p>				
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	<p>Week1 Course Introduction</p> <p>Week2 The overview of US Economy</p> <p>Week3 The American Debt Crisis</p> <p>Week4 The American Monetary Policy</p> <p>Week5 European Debt Crisis (1)</p> <p>Week6 European Debt Crisis (1)</p> <p>Week7 Asian Economy (1) China</p> <p>Week8 Asian Economy (2) China</p> <p>Week9 Asian Economy (3) Japan</p> <p>Week10 Asian Economy (4) India</p> <p>Week11 Emerging Economies (1)</p> <p>Week12 Emerging Economies (2)</p> <p>Week13 Emerging Economies (3)</p> <p>Week14 Regional Integration (1) ASEAN</p> <p>Week15 Regional Integration (2)</p> <p>Week16 Final Oral Presentation (1)</p> <p>Week17 Final Oral Presentation (2)</p> <p>Week18 Final Oral Presentation (3)</p>				

National Taipei University of Business Curriculum Outline

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 (1).To gain a knowledge of Electronic Commerce. (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: 1. To know what Electronic Commerce is. 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. 2. Handouts				
8.	Weighting	Presentation 30%, participation and discussion 30%, term paper 40%				
9.	Course Topics	Week 1 Overview of electronic commerce Week 2 E-marketplaces: structures, mechanisms, economics, and impacts Week 3 Retailing in electronic commerce: products and services Week 4 Consumer Behavior, market research, and advertisement Week 5 B2B e-commerce: selling and buying in private e-markets Week 6 Public B2B Exchanges and support services Week 7 E-supply chains, collaborative commerce, intra-business EC, and corporate portals Week 8 Innovative EC systems: from E-government and E-learning to C2C Week 9 Mobile commerce and Pervasive Computing Week 10 E-auctions Week 11 E-commerce security Week 12 Electronic payment systems Week 13 Order fulfillment, e-CRM, and other support services Week 14 E-commerce strategy and Global EC Week 15 Economics and justification of Electronic Commerce Week 16 Launching a successful Online Business and EC Project Week 17 Legal, Ethical, and Societal Impacts of EC Week 18 Presentation				

National Taipei University of Business Curriculum Outline

1.	Department of International Business					Semester
2.	Curriculum code		Optional or Required Course		Optional	
	Title of Course	Business Chinese & Essential Etiquette				
3.	Credit	2	Hours of class Attendance	2	Hours of Practice	0
4.	Pre elected Course	Living Chinese, Basic Level of Chinese				
5.	Course Objective	<p>This course aims to help overseas students with the following abilities:</p> <p>(1) The ability to make and answer phone calls appropriately in the workplace</p> <p>(2) The ability to use appropriate expressions on polite social occasion of reception, greeting, introduction, and socialization</p> <p>(3) The ability to complete simple transactions in everyday context.</p>				
6.	Learning Outcomes	<p>On completion of this course students will be able to:</p> <ol style="list-style-type: none"> 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	Handouts				
8.	Weighting	<p>Quizzes and assignments 40%</p> <p>Midterm exam 30%</p> <p>Final Exam 30%</p>				
9.	Course Topics	<p>Week 1 Orientation</p> <p>Week 2 Self-introduction (A)</p> <p>Week 3 Self-introduction (B) ; Small talk (A)</p> <p>Week 4 Self-introduction (C) ; Small talk (B)</p> <p>Week 5 Small talk (C) ; Phone Talk (A)</p> <p>Week 6 Phone Talk (B); Naming fast consumption goods (A)</p> <p>Week 7 Phone Talk (C); Naming fast consumption goods (B)</p> <p>Week 8 Naming fast consumption goods (C) ; Review</p> <p>Week 9 Mid-term Exam (Self-introduction; Small Talk; Fieldwork)</p> <p>Week 10 First meeting (A) ; Manners of offering drinks</p> <p>Week 11 First meeting (B) ; Receiving a guest (A)</p> <p>Week 12 Firsting meeting (B) ; Receiving a guest (B)</p> <p>Week 13 Receiving a guest (C) ; Ordering food</p> <p>Week 13 Entertaining a guest (A) : Inviting to a meal; ording food; having small</p> <p>Week 14 Entertaining a guest (B)</p> <p>Week 15 Entertaining a guest ©</p> <p>Week 16 Working in the service industry</p> <p>Week 17 Working in the service industry</p> <p>Week 18 Final exam</p>				

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	4	Hours of class Attendance	4	Hours of Practice	0
4.	Pre elected Course or Special Regulations	None				
5.	Course Objective	<p>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:</p> <ol style="list-style-type: none"> 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. 2. To understand how the communication processes differ between Chinese and other cultures. 3. To discover the importance of the role of context in studying intercultural communication. 4. To acquire knowledge, skills and attitudes that increase Chinese cultural competence. 				
6.	Learning Outcomes	<p>On completion of this course students will have:</p> <ol style="list-style-type: none"> 1. An improved knowledge of the Chinese language and cultures. 2. An understanding of the Chinese language and characters. 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% Mid-Term Test 30% Final Test 40%				
9.	Course Topics	Week 1. Introduction to the Course Week 2. Introduction to Chinese characters (1/2) Week 3. Introduction to Chinese characters (2/2) Week 4. The phonetics nature of Chinese Language--auspicious symbols (1/2) Week 5. The phonetics nature of Chinese Language--auspicious symbols (2/2) Week 6. The traditional Chinese festivals, customs and activities (1/3) Week 7. The traditional Chinese festivals, customs and activities (2/3) Week 8. The traditional Chinese festivals, customs and activities (3/3) Week 9. Mid-Term Test Week 10. The Chinese'philosophy about Nature (1/2) Week 11. The Chinese'philosophy about Nature (2/2) Week 12. The commons and differences between Chinese and Western Paintings (1/2) Week 13. The commons and differences between Chinese and Western Paintings (2/2) Week 14. The appreciation of Chinese ancient decorative arts (1/2) Week 15. The appreciation of Chinese ancient decorative arts (2/2) Week 16. The social customs of Chinese people (1/2) Week 17. The social customs of Chinese people (2/2) Week 18. Final Test				

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 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 Week 2 Opportunities and Threats-Analyzing the Global Environment Week 3 Competencies and Profitability-Analyzing Week 4 Strategy at the Functional Level Week 5 Strategy at the Business Level Week 6 Global Industry Environment and Business-Level Strategy Week 7 Technology Week 8 Global Strategy Week 9 Case Report on IB Strategy 1 Week 10 Case Report on IB Strategy 2 Week 11 Strategy at the Corporate Level Week 12 Corporate Diversification Strategy Week 13 Performance and Governance Week 14 Corporate Single Industry Strategy Week 15 Corporate Strategy across Countries and Industries Week 16 Case Report on IB Strategy 3 Week 17 Case Report on IB Strategy 4 Week 18 Final Exam or Conclusion 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	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 : 1. Understand the international financial market environment 2. Understand the concept and application of international financial management tools				
6.	Learning Outcomes	On completion of this course students will be able to: 1. Investigate the current status of the international financial environment and system 2. Understand the risk of foreign exchange, economic and accounting in management 3. Understand the international financial markets and a variety of international financing instruments 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 Week1 : Ch 1. Introduction: Multinational Enterprise and Multinational Financial Management Week2 : Ch 2. The Determination of Exchange Rates Week3 : Ch 3. The International Monetary System Week4 : Ch 4. Parity Conditions in International Finance and Currency Forecasting Week5 : Ch 5. The Balance of Payments and International Economic Linkages. PART II: FOREIGN EXCHANGE AND DERIVATIVES MARKETS Week6 : Ch 6. The Foreign Exchange Market Week7 : Ch 7. Currency Futures and Options Markets Week8 : Ch 8. Swaps and Interest Rate Derivatives Week9 : Midterm Exam PART III: FOREIGN EXCHANGE AND RISK MANAGEMENT Week10 : Ch 9. Measuring and Managing Translation and Transaction Exposure Week11 : Ch 10. Measuring and Managing Economic Exposure PART IV: FOREIGN MARKETS AND INVESTMENTS Week12 : Ch 11. Country Analysis Week13 : Ch 12. International Financing and National Capital Markets Week14 : Ch 13. International Portfolio Investment Week15 : Ch 14. Capital Budgeting for the Multinational Corporation Part V: FINANCING AND CONTROLLING MULTINATIONAL OPERATIONS Week16 : Ch 15. Foreign Trade and Short-term Financing Week17 : Ch 16. Managing the Multinational Financial System Week18 : 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	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	<p>This course is designed to achieve the following goals:</p> <p>(1) Introduce financial statement analysis as an integral part of the broader framework of business analysis</p> <p>(2) Describe the strategies underlying business activities and their effects on financial statements</p> <p>(3) Explain and analyze the accounting measurement and reporting practices underlying financial statements</p> <p>(4) Provide insights into income determination and asset and liability management</p> <p>(5) Examine the processes and methods of financial analysis</p>				
6.	Learning Outcomes	<p>On completion of this course students will be able to:</p> <p>(1) Apply popular tools and techniques in analyzing and interpreting financial statements</p> <p>(2) Familiar with the procedures for the analysis and adjustment of financial statements</p> <p>(3) Understand recognition methods of both revenues and expenses</p> <p>(4) Analyze cash flow measures for insights into business activities</p> <p>(5) Comprehend essential concepts of return on net operating assets and return on equity</p>				
7.	Texts and Supporting Materials	Subramanyam, K. R. and Wild, John J., <i>Financial Statement Analysis</i> , 10th Edition.				
8.	Weighting	<p>1. Class Participation and Assignments (25%)</p> <p>2. Midterm Exam (25%)</p> <p>3. Term Paper (25%)</p> <p>4. Final Exam (25%)</p>				
9.	Course Topics	<p>This syllabus is subject to change at the discretion of the instructor.</p> <p>Week 1. Introduction to Course, Syllabus, and Expectations</p> <p>Week 2. Chapter 1 – Overview of Financial Statement Analysis</p> <p>Week 3. Chapter 2 – Financial Reporting and Analysis</p> <p>Week 4. Chapter 2 – Financial Reporting and Analysis</p> <p>Week 5. Chapter 3 – Analyzing Financing Activities</p> <p>Week 6. Chapter 4 – Analyzing Investing Activities</p> <p>Week 7. Chapter 5 – Analyzing Investing Activities: Inter-corporate Investments</p> <p>Week 8. Chapter 5 – Analyzing Investing Activities: Inter-corporate Investments</p> <p>Week 9. Mid-term Exam</p> <p>Week 10. Chapter 6 – Analyzing Operating Activities</p> <p>Week 11. Chapter 6 – Analyzing Operating Activities</p> <p>Week 12. Chapter 7 – Cash Flow Analysis</p> <p>Week 13. Chapter 7 – Cash Flow Analysis</p> <p>Week 14. Chapter 8 – Return on Invested Capital and Profitability Analysis</p> <p>Week 15. Chapter 8 – Return on Invested Capital and Profitability Analysis</p> <p>Week 16. Oral Presentations</p> <p>Week 17. Oral Presentations</p> <p>Week 18. Final Exam</p>				

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	<p>This course aims to help overseas students with the following abilities:</p> <p>(1) Mastering industry definition and analysis (2) Industry Structure, Conduct and Performance (SCP) paradigm (3) Competition and competitive advantage (4) Global strategy and competition (5) Game theory and its application to competition (6) Practice to undertake case study of global industry, ex. Global auto industry</p>					
6.	Learning Outcomes	<p>On completion of this course students will be able to:</p> <p>1. Clearly define global industry 2. Understand the basic concept of competition and performance 3. Apply Porter's framework of analysis 4. Apply game theory to competition and strategy formulation 5. Undertake a field study of industrial analysis 6. Practice global strategic analysis</p>					
7.	Texts and Supporting Materials	The Economics of Industrial Organization, William G. Shepherd, 7 th edition, 2010, Prentice Hall.					
8.	Weighting	Class participation	30%	Team reports and individual notes	20%	Midterm test	20%
9.	Course Topics	<p>Week 1 Introduction...</p> <p>Week 2 Foundation of Industry Analysis</p> <p>Week 3 Definitions of industry</p> <p>Week 4 Boundary of industry</p> <p>Week 5 Theoretical Frameworks of Industry Analysis</p> <p>Week 6 Structure-Conduct-Performance (SCP) approach- traditional perspectives</p> <p>Week 7 Porter's view- five forces analysis, Diamond model</p> <p>Week 8 Anti-trust and Regulation</p> <p>Week 9 Case study and presentations</p> <p>Week 10 Industrial Competitive Strategy</p> <p>Week 11 Game theory for business and economics</p> <p>Week 12 Case Studies on Global Industry</p> <p>Week 13 Strategy management of international business</p> <p>Week 14 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry</p> <p>Week 15 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry</p> <p>Week 16 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry</p> <p>Week 17 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry</p> <p>Week 18 Selected global industries such as Auto industry, IT industry, Finance or banking industry, pharmaceutical industry</p>					

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	<p>This course aims to help overseas students:</p> <p>(1) To understand the investment theory and practices of MNCs.</p> <p>(2) To understand the past, present and future of Foreign Investment towards China...</p> <p>(3) Ability to understand the past, present and future of China's outward Foreign Investment.</p>					
6.	Learning Outcomes	<p>1.Enhance reading and analysis ability and be able to find and solve problems;</p> <p>2. Make relevant applications</p> <p>3. Gain insights from the implications of alternative methods of data collection and interpretation.</p> <p>4. Analyze academic arguments and find their effectiveness and weakness;</p> <p>5. Understand basic economic, trade related and statistical terminology in the material;</p>					
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	<p>Week1: Course Introduction</p> <p>Week2: Investment in China I</p> <p>Week3: Investment in China II</p> <p>Week4: Investment in China III</p> <p>Week5: Foreign Direct Investment (1)</p> <p>Week6: Foreign Direct Investment (2)</p> <p>Week7: Foreign Direct Investment (3)</p> <p>Week8: Foreign Direct Investment (4)</p> <p>Week9: China's Outward FDI (1)</p> <p>Week10: China's Outward FDI (2)</p> <p>Week11: China's Outward FDI (3)</p> <p>Week12: Selective Case Study I</p> <p>Week13: Selective Case Study II</p> <p>Week14: Selective Case Study III</p> <p>Week15: Selective Case Study IV</p> <p>Week16:Final Oral Presentation (1)</p> <p>Week17:Final Oral Presentation (2)</p> <p>Week18:Final Oral Presentation (3)</p>					

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: 1. To understand how to attract traffic to a website 2. To understand how to generate repeat traffic to a website 3. To understand how to enhance conversion rate				
6.	Learning Outcomes	On completion of this course students will be able to: 1. Attract traffic to a website. 2. Generate repeat traffic to website. 3. Enhance conversion rate				
7.	Texts and Supporting Materials	1.101 Ways to promote Your Web Site, Author: Susan Sweeney 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 Week 2 Web Site Elements That Keep Them Coming Back / Spreading the Word with Viral Marketing Week 3 Permission Marketing / Designing Your Site to Be Search Engine Friendly Week 4 Search Engine and Directory Submissions / Developing Your Pay-to-Play Strategy Week 5 Utilizing Signature Files to Increase Web Site Traffic / The E-Mail Advantage Week 6 Autoresponders / Effective Promotional Use of Newsgroups Week 7 Effective Promotion Through Publicly Accessible / Establishing Your Private Mailing List Week 8 Effective Promotion Through Direct Mail Lists / Developing a Dynamite Link Strategy Week 9 Affiliate Programs / Maximizing Promotion with Meta-Indexes Week 10 Winning Awards, Cool Sites, and More / Productive Online Advertising Week 11 Maximizing Media Relations Week 12 Increasing Traffic Through Online Publications Week 13 Web Ring as a Promotion Tool / Landing Pages Week 14 Really Simple syndication / Blogs Week 15 Podcasting / Mobile Marketing Week 16 The power of Partnering / Grand Opening Tips for Your Web Site Week 17 Effective Offline Promotion 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: 1. The ability to use English language to negotiate cross-culturally 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: 1. Familiarize themselves with essential negotiation tactics, theories, and strategies; 2. Be aware of cultural differences in international negotiation; 3. Acquire appropriate language and expressions for business negotiation; 4. Plan and apply useful tactics and strategies for business negotiation.				
7.	Texts and Supporting Materials	1. English for international negotiation, by Drew Rodgers 2. Negotiation by Lewicki				
8.	Weighting	Assignments 30% Mid-term Exam 35% Final Exam 35%				
9.	Course Topics	Week 1 Orientation Week 2 Introduction Week 3 The art of negotiation; Tactics and tricks Week 4 Cultural awareness Week 5 Cultural awareness Week 6 Negotiation Process and Expected Outcome Week 7 Planning and implementing strategies Week 8 Speech / Media session Week 9 Mid-term presentations Week 10 Case study A Week 11 Simulation A Week 12 Case Study B Week 13 Simulation B Week 14 Case Study C Week 15 Simulation C Week 16 Speech / Media session Week 17 Final review 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: 1. To understand the society and culture of Taiwan. 2. To understand the unique holidays, festivals, and customs of Taiwan.				
6.	Learning Outcomes	On completion of this course students will be able to: 1. Have a general understanding of Taiwan; 2. Respect the culture and customs of Taiwan; 3. Introduce Taiwan to students' families, friends and colleagues in their home countries; 4. Explore Taiwan from an insightful perspective.				
7.	Texts and Supporting Materials	Handouts; DVDs; Field Trips				
8.	Weighting	Classroom Discussion 15% Attendance 15% Mid-term Report 35% Final Report 35%				
9.	Course Topics	Week 1 Introduction/Orientation Week 2 Introduction to Taiwan Week 3 Population, Languages and Religions Week 4 Population, Languages and Religions Week 5 Cultures: Taiwanese, Western and Aboriginal Week 6 Economy and Development Week 7 Economy and Development Week 8 Field Trip Week 9 Mid-term Report Week 10 Social Customs and Etiquette Week 11 Food and Drink Week 12 Festivals Week 13 Taipei Week 14 Taichung Week 15 Kaohsiung Week 16 The East Coast Week 17 Field Trip 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: 1. Enough knowledge to launch a new business. 2. Analytical ability to assess the opportunities and threats. 3. Ability of using tools and methods to run a new business.				
8.	Texts and Supporting Materials	1. The \$100 Startup, Author: Chris Guillebeau 2. The Lean Startup, Author: Eric Ries 3. Handouts				
9.	Weighting	Presentation 30%, participation and discussion 30%, term paper 40%				
10.	Course Topics	<p>Week 1: Renaissance You already have the skills you need –you just have to know where to look. Give them the fish How to put happiness in a box and sell it</p> <p>Week 2: Follow your passion Get paid to do what you love by making sure it connects to what other other people want.</p> <p>The rise of the roaming entrepreneur “Location,location,location” is overrated.</p> <p>Week 3: The new Demographics Your customers all have something in common, but it has nothing to do with old-school categories. The one-page business plan If your mission statement is much longer than this sentence,it could be too long.</p> <p>Week 4 An offer you can’ refuse</p>				

The step –by step guide to creating a killer offer.

Launch

A trip to Hollywood from your living room or the corner coffee shop.

Week 5

Hustling : The gentle art of self-promotion

Show me the money

Unconventional fundraising from Kick starter to unlikely car loans.

Week 6

Moving on up

Tweaking your way to the bank: How small actions create big increases in income.

How to franchise yourself

Instructions on cloning yourself for fun and profit.

Week 7

But what if I fail?

How to succeed even if your roof caves in on you.

Week 8

Vision

Start and Define

Week 9

Vision

Learn and Experiment

Week 10

Steer

Leap and Test

Week 11

Steer

Measure and Pivot(or Persevere)

Week 12

Accelerate

Batch and Grow

Week 13

Accelerate

Adapt and Innovate

Week 14

Accelerate

Waste not, Join the movement

Week 15

Oral presentation

Week 16

Oral presentation

Week 17

Oral presentation

Week 18

Oral presentation

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 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	<p>Students will understand basic concepts and realities of global trade governance in contemporary world.</p> <p>Students will understand the principles, evolution (process of negotiations) and basic rules of the WTO.</p> <p>Students will understand the practice of Dispute Settlement under the WTO through cases.</p> <p>Students will understand political economy and rules of major RTAs in (or related to) East Asia, their interaction with the WTO and some implications.</p>				
7.	Texts and Supporting Materials	WTO, Understanding the WTO Updated Web sources				
8.	Weighting	50% active participation 50% project				
9.	Course Topics	<p>1. The WTO Basics: the History and the Principles</p> <p>2. The Agreements</p> <p>3. Dispute Settlement</p> <p>4. WTO in Crisis: Doha Round, Regionalism, Institutional Supply Challenges for 21st Century Global Trade Governance</p>				

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	<p>On completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. conduct daily communication in Chinese such as socializing, eating, shopping, transportation, etc. 2. strengthen the pronunciation of Chinese and get familiar with the phonetic system of Chinese 3. recognize common sentences patterns and expression 4. master 100 to 150 Chinese characters 					
7.	Texts and Supporting Materials	Handouts					
8.	Weighting	Attendance: 10% Classroom participation: 20% Assignments: 20% Mid-term exam: 25% Final exam: 25%					
9.	Course Topics	<ol style="list-style-type: none"> 1. Socializing <ol style="list-style-type: none"> a. Making a phone call b. Making arrangements c. Making plans 2. Eating <ol style="list-style-type: none"> a. At the night market b. At a restaurant 3. Shopping <ol style="list-style-type: none"> a. At the night market b. At the shop c. At the department store 4. Transportation <ol style="list-style-type: none"> a. At the MRT station b. At the Taiwan Railway Satation c. At the High Speed Rail Station 5. Other Services <ol style="list-style-type: none"> a. At the clinic b. At the hair salon 					

National Taipei University of Business Curriculum Outline

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 th edition) by S. Moriarty, N. Mitchell , and W. Wells (Pearson).					
8.	Weighting	Assignment 40% Mid-term Exam 30% Final Exam 30%					
9.	Course Topics	Topic 1: Advertising Topic 2: Brand Communication Topic 3: Brand Communication and Society Topic 4: How Brand Communication Works Topic 5: Segmenting and Targeting the Audience Topic 6: Strategic Planning Topic 7: Media Basics Topic 8: Paid Media Topic 9: Owned, Interacdtive, and Earned Media Topic 10: Public Relations Topic 11: Direct Response Topic 12: Promotions Topic 13: The Principles and Practice of IMC Topic 14: Guest Speeches					

National Taipei University of Business Curriculum Outline

1.	Department of International Business				Semester	
2.	Curriculum code		Optional or Required Course	Optional		
	Title of Course	Marketing Management – An Asian Perspective				
3.	Credit		Hours of class Attendance	2	Hours of Practice	
4.	Pre elected Course or Special Regulations	Nil				
5.	Course Objective	An understanding of the application of marketing theories, concepts, and practices as they relate to the management of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment.				
6.	Learning Outcomes	The course is designed as the basic marketing management course for non-business majoring students. The format of this course will be lecture and class discussion and the course material will be divided into three units: 1) Marketing Foundations. 2) Segmentation/Targeting, Product and channel strategy and 3) Pricing and Integrated Marketing Communications strategy. Class sessions will be conducted under the assumption that the test and reading assignments have been completed prior to the beginning of the class period.				
7.	Texts and Supporting Materials	Kotler, Keller, Ang, Leong, Tan (2009). Marketing Management – An Asian Perspective, Publisher by Perarson Education South Asia Ltd.,				
8.	Weighting	<p>Grading: Two Exams - 100 pts each Two Quizzes - 50 pts each Oral Presentation – 100 pts Total – 400 pts</p> <p>*Note: A total of two exams (100 points each) will be held throughout the semester. See assignments list for specific date or weekly schedule. Exam questions will be multiple-choice and short open-ended questions that be generated from lectures, textbook chapters, or videos. There will be no make-up exams given for any reason - please do not ask! Also, there will be some of pop-quizzes on the days which poster sessions are held. Make-up quizzes are not possible!!! In rare cases, I will allow students with documented excuses to take an exam early. Due to the nature of class participation, it is expected that students attend all meetings of the class throughout the semester. During class discussions and lectures, students will not surf the web, check e-mail, chat, or instant messaging. Cell phones, e-pads, music devices, etc. must be turned off before the beginning of class.</p>				
9.	Course Topics	<ol style="list-style-type: none"> 1. Understanding Marketing Management 2. Capturing Marketing Insights 3. Connecting with Customers 4. Building Strong Brands 5. Shaping the Market Offerings. 				

National Taipei University of Business Curriculum Outline

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	<p>The objectives of this course is to let the student:</p> <ol style="list-style-type: none"> 1. Understand the nature and scope of Econometrics 2. Be familiar with the liner regression model, regression analysis in practice and some advanced topics in Econometrics 3. Learn and use econometric software, E-View, to practice and perform econometric tests and analysis 				
6.	Learning Outcomes	<p>On completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Know the fundamental basis for Econometrics 2. Use the related software 3. Apply econometric skill to analyze research topics 				
7.	Generic Skills	<p>The following generic skills will be developed within this course:</p> <ol style="list-style-type: none"> 1. Learn the basic statistics and econometric theoretical knowledge. 2. Perform the practical econometrical analysis 				
8.	Texts and Supporting Materials	<p>Essentials of Econometrics Fourth Edition Damodar N. Gujarati, Dawn C. Porter McGRAW- HILL INTERNATIONAL EDITIONS Hwa tai publishing</p>				
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.....				