

EMBA 98 暑期

全球企業管理

上課時間 pm2:20~4:00 ; 4:20~6:00

	次數	日期	授課老師	講授主題
A 班	1	6/11	趙義隆老師	What's Unique about GBM
	2			Convergence of Global Marketplace
	3	6/18		International Expansion
	4			Heterogeneity of Global Environment
	5	6/25	吳青松老師	Country Analysis
	6			Foreign Direct Investment: Trends & Determinants
	7	7/2		Entry Mode Choice: Theories & Practice
	8			International Merger & Acquisitions
	9	7/9		Engaging in cross border collaboration: Managing across Corporate boundaries
	10			The Firm in the Global Context: International JV & Alliances
	11	7/16	莊正民老師	Introduction to Transnational Management
	12			Managing Conflicting Demands: Global Integration, Local Responsiveness, and Worldwide Learning
	13	7/23		Developing Coordination and Control: The Organizational Challenge
	14			Exploiting Cross-Border Knowledge Management
	15	7/30		Building Multidimensional Capabilities: The Management Challenge
	16			Preparing for the Future: Evolution of the Transnational
B 班	1	8/6	趙義隆老師	What's Unique about GBM
	2			Convergence of Global Marketplace
	3	8/13		International Expansion
	4			Heterogeneity of Global Environment
	5	8/20	吳青松老師	Country Analysis
	6			Foreign Direct Investment: Trends & Determinants
	7	8/27		Entry Mode Choice: Theories & Practice
	8			International Merger & Acquisitions
	9	9/3		Engaging in cross border collaboration: Managing across Corporate boundaries
	10			The Firm in the Global Context: International JV &

				Alliances
11	9/10	莊正民老師		Introduction to Transnational Management
12				Managing Conflicting Demands: Global Integration, Local Responsiveness, and Worldwide Learning
13	9/17			Developing Coordination and Control: The Organizational Challenge
14				Exploiting Cross-Border Knowledge Management
15	9/24			Building Multidimensional Capabilities: The Management Challenge
16				Preparing for the Future: Evolution of the Transnational