國立政治大學 商學院

National Chengchi University
College of Commerce

國際經營與貿易學系
107學年度課程手冊

Department of International Business
Curriculum Guide

AACSB ACCREDITED

EFMD EQUIS ACCREDITED

Contents

商學院 簡介

國立政治大學商學院自民國四十七年創立，是全台灣第一所、也是唯一同時擁有EQUIS 及 AACSB 認證、AACSB 會計認證的大學，在亞洲管理特色教學獨樹一格。目前擁有八個系所及一個獨立研究所，三個專業 MBA 學程，和十四個院級研究中心，並以「金融科技與創新」、「創新創業與組織創新」、「企業社會責任、企業倫理與永續經營」及「物聯網、供應鏈及電子商務整合」做為未來的重點發展方向。

頂尖師資

本院現有專任教師 151 名，90%教師具世界知名學府的博士學位，頂尖師資陣容傑出的研究與學術表現，讓多位教師榮獲教育部、科技部等校外學術研究獎項，並擔任科技部商管相關領域學術召集人與 TSSCI 期刊總編輯、副總編輯、領域主編等重要職務。此外，亦有多位教授在產官界擔任要角，包括政府部門官員、顧問或委員，以及企業監察人或董事。

傑出校友

由於本院嚴謹的專業訓練與培養，加上歷屆校友在各行各業表現非凡，本院校友在產官學界皆有重要的影響力，使得國內企業界長期以來對於本院畢業生青睐有加，包括信義企業集團董事長周俊吉、潤泰集團總裁尹衍樑、前 101 董事長宋文琪、前行政院副院長林信義、前經濟部長林義夫、尹啟銘與何美玥、政治大學前校長鄭丁旺、吳思華及現任校長周行一等皆為本院校友。

國際認證及肯定

政大商學院於本世紀初開始拓展國際化業務並以國際規格發展院務。自 2016 年起，本院以優異的學術表現、高品質的教學、傑出的教職員生、頂尖的企業合作、國際高標的軟硬體設備等，榮耀成為全球第七所，全台第一且唯一擁有 AACSB（Association to Advance Collegiate Schools of Business）商管學院認證、AACSB 會計學系認證與 EQUIS（European Quality Improvement Systems）最高規格—五年國際認證的商管學院。

人才培育與產學合作計畫

過去半世紀，本院站在學術與產業的銜接點，以台灣最堅強的商管師資以及嚴謹的教學與研究精神，引領台灣發展出各項前膽性商管學程，更致力和實務界緊密

合作，積極發展與企業及組織團體的產學合作關係。硬體方面，有企業捐贈打造本院最先進的學習環境-「頂尖學園」，軟體方面，本院教師優質的研究能量，以及頂尖的創新思維，結合業師多元實務經驗，提供本院學生更豐富的資源與發展機會。

為強化產學合作深度，本院於 2015 成立【菁英闊思會】，以會員制方式鏈結國內各行業之標竿企業，將企業關係提升到學院層級，透過每季辦理的「闊思論壇」，提供師生與實務界深入互動的機會，促進學生掌握企業實務。同時，為讓政大商學院跟企業之間有更緊密的合作關係，2018 年成立【高階管理發展中心】，期以全院的資源，提供產業界更整合、更多元的產學服務，希冀成為產業界面對未來競爭與成長之策略夥伴。

教學創新

本院配合「國際高等商管學院聯盟」（AACSB），導入「學習成效確保計畫」（Assurance of Learning, AOL)評量法，維持國際認證之頂尖水準，加強評量學生核心能力與知識技能，確保高等教育之學習成效與品質保證。

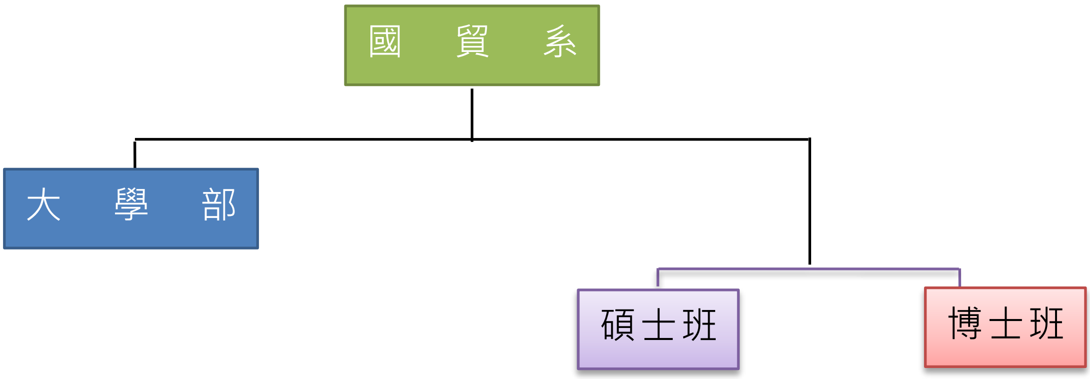
政大商學院一向是國內個案教學之先驅，自 2005 年起起積極推廣參與式教學，至今已遴選超過 50 名種子教師至哈佛商學院參加 Global Colloquium on Participant-Centered Learning (GolColl)進修個案撰寫及個案教學，回國後積極落實參與式教學之觀念及實作於政大商學院的教學環境。

商學院與產業的進步息息相關，因應時勢與社會需要，本院更推動多個專業學程，以協助社會培養各領域專長人才：ETP (English Taught Program 英語商管學程)、供應鏈管理學分學程、巨量資料分析學程、金融科技專長學程等。

國際交流

商學院一直以來都將世界級的評比標準列為具體目標，在教學、研究、國際化等三個架構上提出創新與變革，盡力打造國際化校園，提高教師研究品質，亦積極與國際知名商學院締結合作，截至目前為止本院的海外姊妹院校數已增加至 130 所，每年提供院內超過 300 名海外交換學生名額；此外，本院 IMBA 並與 ESCP Europe, em**lyon business school**, Grenoble Ecole de Management, University of Mannheim Business School, HHL–Leipzig Graduate School of Management, Audencia Business School, IESEG School of Management 等簽訂國際雙聯學位。

國貿系 簡介



壹、 國貿系

本系—國立政治大學國際貿易學系(簡稱政大國貿系)，創立於民國 46 年，成立迄今已超過半個世紀。本系為全國各大專院校第一個創立的商學相關科系。民國 62 年本系奉准創設國內第一所國際貿易碩士班研究所。民國 78 年本系大學部擴增為雙班；民國 82 年成立博士班研究所；民國 83 年系所合一。民國 96 年本系更名為國際經營與貿易學系，但中文簡稱不變，仍為國貿系。

本系教學目標，在於培養國際企業高階管理者、經貿領域學術與政策研究人才以及政府經貿部門高階管理人才。本系二十幾位專任老師均畢業於歐美著名學府，並取得博士學位。許多老師不僅學術研究成果斐然，更屢獲全校及商學院評選為教學優良教師之殊榮。在課程設計方面，本系除了行銷管理、策略管理、財務管理等企業內部管理領域課程之外，也提供較為宏觀的課程訓練，讓學生們接觸如國際貿易法、產業經濟、貿易與投資等與企業外部環境變化緊密相關的課程。

由於本校商學院和世界各國的頂尖商管院校締結姊妹校，本系學生有許多出國交換的機會。目前本系碩士班每年約有 50%的學生獲選出國交換。此外，本系系友會成立以來照顧學弟妹不遺餘力，不但每年提供獎助學金，而且提供許多暑期實習機會。本系最近亦積極爭取教育部新南向學海築夢計畫以及經濟部國貿局推展學生海外實習計畫，暑期選送學生前往新興市場企業實習，以培養具有國際視野及實務經驗之國際企業經營與國際貿易人才。

貳、 研究中心

目前系上設立有三個研究中心：國際經貿政策研究中心、國際經貿組織及法律研究中心，以及商業經濟理論及數量方法研究中心，各中心的主任均由

系上老師兼任。本系希冀藉由三個中心的運作，加強系上師生與政府及工商業界的互動與交流，讓教學及研究工作內容更能配合國家經濟發展的脈動，提高整體的教育成效。

國貿系 學、碩、博士班 課程簡介

壹、 教育目標

本系教學與學習（teaching and learning）的整體目標，在於培養國際企業高階管理者、經貿領域學術與政策研究人才以及政府經貿部門高階管理人才。為培育理論與實務兼具之國際經營與貿易人才，本系有效整合相關學門的課程，提供國際經貿理論與政策以及國際企業經營管理之通才教育。本系也藉由與企業的產學合作，培養學生實務操作與解決企業經營問題的能力。此外，本系與相關政府機關或財團法人如外貿協會也有長期緊密的合作關係，透過委託研究或是共同開設實務課程，同心協力培育國際商務、國際經貿政策分析以及對外經貿談判之人才。

大學部：
本系大學部之教育目標，在於培育全方位的專業國際經營與貿易人才。本系不但要求學生廣泛學習從事國際商業所需的專業知識，並特別要求他們加強各國文化之學習以及外語能力的訓練，以培養兼具外語文能力、國際經貿專業知識以及國際視野的商業人才。

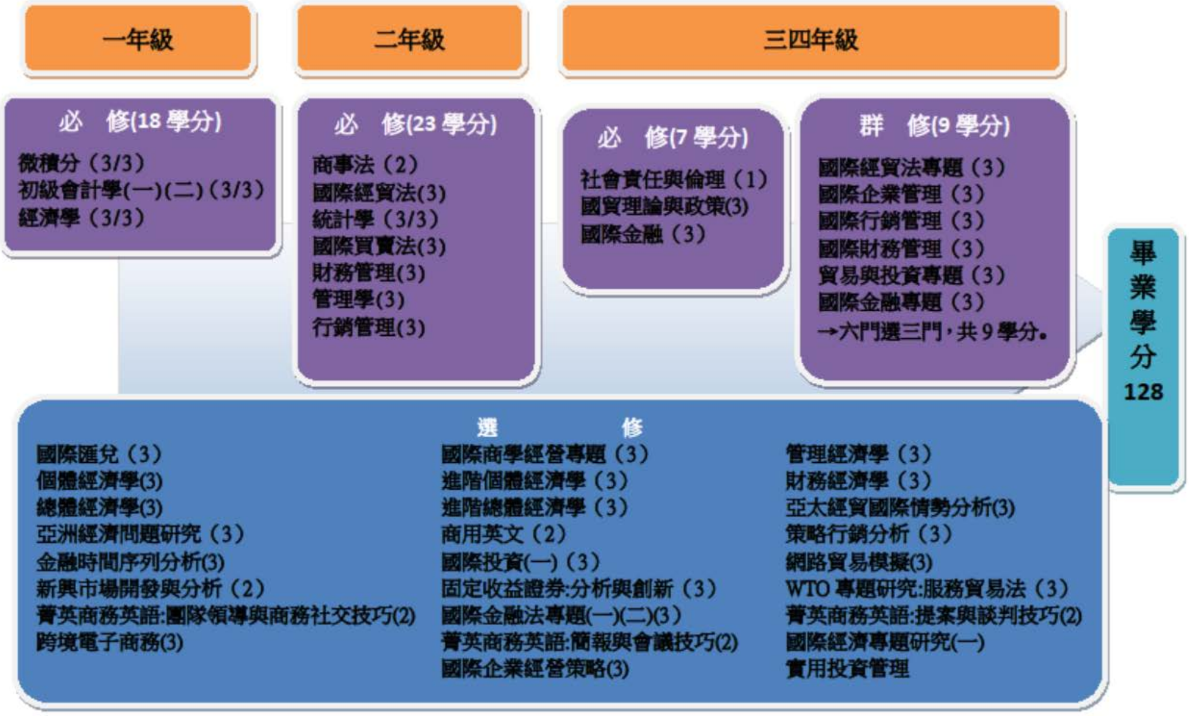
碩士班：
本系碩士班設有國際經濟、國際財務管理、國際企管與行銷管理及國際法學等四組，學生可以從四組中選擇一個領域作為主修，期使成為該領域的專業人才。此外，本系特別重視各組學生跨領域之學習、外語能力之提升以及國際視野的培養，目的在於使所有學生均具備堅實的訓練，能夠據以分析國際經貿環境變化趨勢與影響以及研擬國家或企業之因應對策。

博士班：
本系博士班的課程設計，特別注重學科理論之學習以及量化或質化分析方法之訓練，目的在於培養學生具有獨立從事研究之堅實能力。除了鼓勵師生合作研究，本系特別要求博士生儘早積極參與國內外學術活動，以期掌握學術領域之最新發展，並培養學生發表學術文章之能力。

貳、 課程地圖

一、學士班

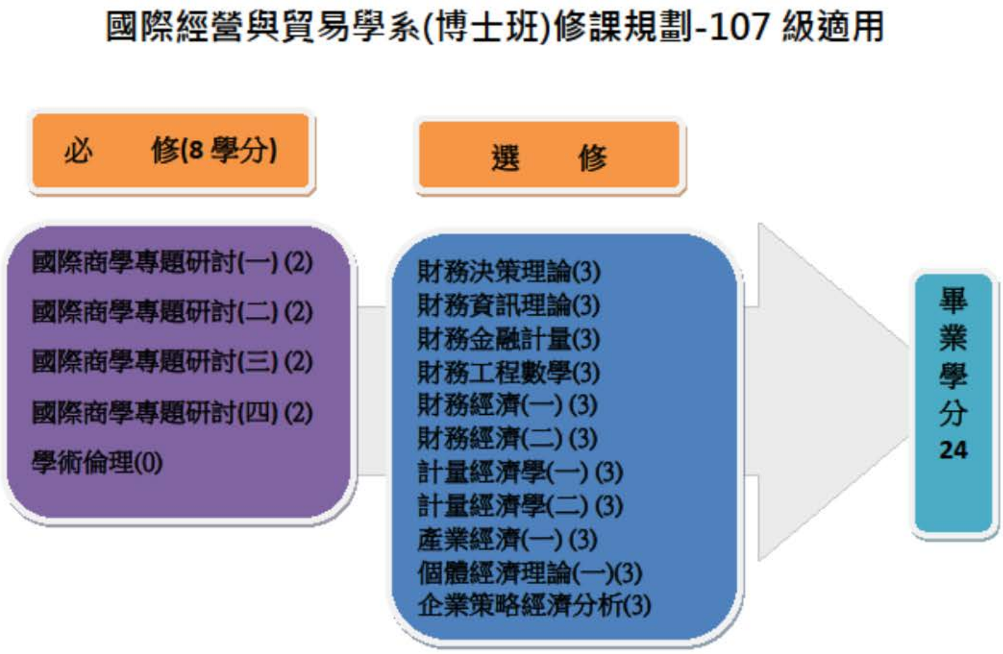
國際經營與貿易學系(學士班)-107 級適用



二、碩士班

國際經營與貿易學系(碩士班)修課規劃-107 級適用

三、博士班


國際經營與貿易學系(博士班)修課規劃-107 級適用
必　　修(8 學分)
選　　修
國際商學專題研討(一) (2)
國際商學專題研討(二) (2)
國際商學專題研討(三) (2)
國際商學專題研討(四) (2)
學術倫理(0)
財務決策理論(3)
財務資訊理論(3)
財務金融計量(3)
財務工程數學(3)
財務經濟(一) (3)
財務經濟(二) (3)
計量經濟學(一) (3)
計量經濟學(二) (3)
產業經濟(一) (3)
個體經濟理論(一)(3)
企業策略經濟分析(3)
畢業學分 24

參、 畢業門檻檢定

一、 國貿系學士班

畢業學分	128
必修課程	57 學分
選修科目	除通識學分外，可在全校自由選修課程。
資格檢定	大一至大四期間，需修習「服務學習與實踐課程」(必修零學分)兩學期。

二、 國貿系碩士班

畢業學分	36 學分
必修課程	企業社會責任與倫理 0 學分
必群修課程	必群修科目 12 學分
主修課程	須於國際經濟組、國際財務組、國際企業與行銷管理組、國際經貿法組四組中至少選擇一個主修領域。主修領域修畢至少五門以上相關之課程
選修科目	學生除了必須符合主修領域之要求外，其餘學分可自由在本系或他系選修。
資格檢定	學生申請參加論文口試前，必須符合英文檢定之資格。學生於碩二上始可申報英文檢定成績。申報時必須出示英文檢定成績正本，且須符合下列英文檢定之資格：托福(紙筆) - 550 分、托福(電腦) - 213 分，TOEIC - 800 分、IBT -79 分或 IELTS-6 級以上。

三、 國貿系博士班

畢業學分	24 學分
必修課程	國際商學專題研討(一)、(二)、(三)與(四)等共 8 學分，學術倫理 0 學分
選修科目	除了必修學分外，其餘學分可經導師認可後至外系選修。
資格檢定	博士候選人研究表現點數累計 12.5 分(含)以上，且**發表(或被接受)**與其主修領域相關的研究著作於本系「博士班學生修業表現評核施行細則」中所規定之 A 或 B 級專業期刊，並達到英文檢定標準者，始得提出博士論文口試申請。 前項英文檢定標準以舊制托福 550 為基準，換算為以下各英文檢定之資格：托福(紙筆) - 550 分、托福(電腦) - 213 分，托福(網路) - 79 分，TOEIC - 800 分、或 IELTS-6 級以上。英文檢定成績以論文口試申請日起推算 4 年內有效。

肆、 課程規劃

一、國貿系學士班

大一上學期					大一下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
000219-531	※∆經濟學	二 234	3	4.5	000219-531	※∆經濟學	二 234	3	4.5
0003140~1	※∆初級會計學（一）	三 234	3	4.5-6	0003180~1	※∆初級會計學（二）	三 234	3	4.5-6
000711-011	※∆微積分	四 D56	3	4	000711-012	※∆微積分	四 D56	3	4

※必修課程 ◎選修課程 V 群修課程 ∆學年課程 註：實際上課時間以教務處課務組公布為主

大二上學期					大二下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
000348-1	※管理學	二 D56	3	3	000350-001	※行銷管理	三 D56	3	3
0003210-11	※∆統計學	五 D56	3	3-6	0003210-12	※∆統計學	五 D56	3	3-6
000347-041	※財務管理	二 234	3	4-6	300901-001	◎進階個體經濟學	三 D56	3	4.5
301029-001	※國際貿易經營管理	四 234	3	2	300904-001	◎管理經濟學	三 234	3	6
301039-001	※國際經貿法	三 D56	3	4.5	301780-001	◎菁英商務英語:提案與談判技巧	二 56	2	1
000604-001	※商事法	一 56	2	1	301779-001	◎菁英商務英語:團隊領導與商務社交技巧	二 78	2	1
300907-011	◎個體經濟學	三 234	3	6	301796-001	◎商用英文	一 56	2	1
301800-00-1	◎財務經濟學	五 234	3	3	301815-001	◎亞洲經濟問題研究	五 EFG	3	8
301781-001	◎菁英商務英語:簡報與會議技巧	一 56	2	1					

301780-001	◎菁英商務英語:提案與談判技巧	二 78	2	1					
301779-001	◎菁英商務英語:團隊領導與商務社交技巧	二 56	2	1					

大三上學期					大三下學期				
科目代號	**課程名稱**	**上課時間(暫定)**	**學分**	**課外每周預估學習時間**	**科目代號**	**課程名稱**	**上課時間(暫定)**	**學分**	**課外每周預估學習時間**
000356-03-1	※社會責任與倫理	五 D56	1	1	301034-001	V 國際財務管理	二 D56	3	4.5
301036-01-1	※國際貿易理論與政策	四 D56	3	1	301031-001	V 國際經貿法專題	三 D56	3	6
301032-00-1	V 國際企業管理	四 234	3	6	301030-001	V 貿易與投資專題	四 D56	3	2-3
301033-00-1	V 國際行銷管理	三 234	3	4	301851-00-1	◎國際商學經營專題	二 D56	3	3
301778-00-1	◎網路貿易模擬	三 567	3	6	300902-011	◎進階總體經濟學	一 D56	3	4.5
301801-00-1	◎國際投資（一）	二 123	3	4.5	301915-001	◎跨境電子商務	三 D56	3	6
301840-00-1	◎固定收益證券:分析與創新	四 123	3	3	301848-001	◎電腦模擬的商業應用	三 123	3	4.5
301927-00-1	◎新興市場開發與分析	二 56	2	3	301820-001	◎實用投資管理	三 234	3	4.5
300906-00-1	◎總體經濟學	一 D56	3	3	301839-001	◎國際金融法專題（二）	四 234	3	6
301818-00-1	◎國際金融法專題（一）	三 EFG	3	6					

大四上學期					大四下學期				
科目代號	**課程名稱**	**上課時間(暫定)**	**學分**	**課外每周預估學習時間**	**科目代號**	**課程名稱**	**上課時間(暫定)**	**學分**	**課外每周預估學習時間**
301037-01-1	※國際金融	五 234	3	4.5	301035-001	V 國際金融專題	一 D56	3	3

301789-00-1	◎金融時間序列分析	二 567	3	3	301833-001	◎行銷研究	二 234	3	6
301866-00-1	◎策略行銷分析	三 D56	3	6	301783-001	◎國際企業經營策略	四 234	3	2

二、國貿系碩士班

上學期					下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
351026-01-1	V 國際經貿法	一 D56	3	3	351031-011	V 國際金融	三 234	3	3-6
351027-01-1	V 國際貿易與投資	三 234	3	5	351029-011	V 國際行銷管理	四 D56	3	4.5
351028-01-1	V 國際企業策略與管理	四 D56	3	3	351030-01-1	V 國際財務管理	五 567	3	5
351032-001	V 企業社會責任與倫理		0	1	351906-001	◎計量經濟學（二）	二 234	3	3
351733-00-1	◎金融時間序列分析	二 567	3	3	351801-001	◎產業經濟(一)	四 234	3	4.5
351739-00-1	◎國際投資（一）	二 567	3	4.5	351725-001	◎國際金融專題	一 D56	3	3
351740-00-1	◎策略行銷分析－全球觀點	二 234	3.0	6	351724-001	◎貿易與投資專題	四 D56	3	2-3
351754-00-1	◎財務工程數學	二 234	3.0	5	351731-001	◎國際經濟專題研究(一)	三 D56	3	1-2
351950-001	◎投資與資產組合	四 234	3	6	351736-001	◎衍生性金融商品	三 234	3	6
351766-00-1	◎全球行銷專題	四 567	3.0	3	351792-001	◎固定收益證券:分析與創新	二 567	3	4.5
351775-00-1	◎行銷管理	三 567	3.0	3	351785-001	◎財務經濟（二）	一 D56	3	6
351727-01-1	◎專案研究（四）	五 23	2.0	4	351868-001	◎國際投資專題研究	四 D56	3	4.5
351786-00-1	◎財務經濟（一）	三 D56	3.0	3	351880-001	◎行銷研究	二 234	3	6

351797-00-1	◎國際金融法專題（一）	三 EFG	3.0	6	351881-011	◎國際企業經營策略	四 234	3	2
351806-00-1	◎法學方法	五 234	3.0	3	351761-001	◎國際企業專題	一 D56	3	5
351907-00-1	◎計量經濟學（一）	五 234	3.0	4.5	351730-001	◎WTO 專題研究:爭端解決	五 234	3	4.5
351946-001	◎總體經濟理論（一）	二 D56	3	4.5	351732-001	◎專案研究(一)	一 12	2	4
351913-00-1	◎國際貿易法專題(一)	三 D56	3.0	2	351794001	◎國際金融法專題（二）	四 234	3	6
351916-00-1	◎國際經濟法(一)	四 234	3.0	4.5	351948-00-1	◎個體經濟理論（一）	四 234	3.0	4

※必修課程　◎選修課程　V 群修課程　∆學年課程　　　　註：實際上課時間以教務處課務組公布為主

三、國貿系博士班

博一上學期					博一下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
351011-001	※國際商學專題研討（一）	五 D56	2	4	351012-001	※國際商學專題研討（二）	五 D56	2	4
351033-001	※學術倫理		0	1	351785-001	◎財務經濟（二）	一 D56	3	4.5
351754-00-1	◎財務工程數學	二 234	3.0	5	351732-001	◎專案研究(一)	二 EF	2	4
351727-01-1	◎專案研究（四）	五 23	2.0	4	351906-001	◎計量經濟學（二）	二 234	3	3
351907-00-1	◎計量經濟學（一）	五 234	3.0	4.5	351801-001	◎產業經濟(一)	四 234	3	4.5
351864-00-1	◎國際企業理論	二 EFG	3.0	12	351948-00-1	◎個體經濟理論(一)	四 234	3.0	4
						準備資格考試			

※必修課程　◎選修課程　V 群修課程　∆學年課程　　　　註：實際上課時間以教務處課務組公布為主

博二上學期					博二下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
351013-001	※國際商學專題研討（三）	五 D56	2.0	4	351022-001	※國際商學專題研討（四）	五 D56	2	4

※必修課程　◎選修課程　V 群修課程　∆學年課程　　註：實際上課時間以教務處課務組公布為主

博三上學期					博三下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
	論文撰寫					論文撰寫			

博四上學期					博四下學期				
科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間	科目代號	課程名稱	上課時間(暫定)	學分	課外每周預估學習時間
	論文計畫口試					博士班學位考試			

參、課程總覽

學士班

000219-511	經濟學(必)(上學期)	3 學分 大一	3 小時

[課程目標] This is the first half of a one-year introductory course to economics. In this semester, we will focus on microeconomics. We will present basic analytical tools and apply them to the traditional applied fields of microeconomics such as public finance, industrial organization, labor economics, and the theory of consumer choice.

[上課內容]
(一) 課程簡介
(二) 為什麼唸經濟學
(三) 需求、供給與均衡
(四) 供需彈性與比較靜態分析
(五) 消費者選擇(與需求曲線的導出)
(六) 生產理論與成本分析
(七) 完全競爭市場
(八) 不完全競爭市場：獨占、寡占、獨占性競爭
(九) 公共財與外部性

[備註]

000219-512	經濟學(必) (下學期)	3 學分 大一	3 小時

[課程目標] This is the second half of a one-year introductory course to economics. In this semester, we will focus on macroeconomics. Topics such as GDP, inflation, unemployment, monetary system, international trade, international finance as well as monetary and fiscal policy will be discussed.

[上課內容]
(一) 生產要素的供需
(二) 總體經濟與總體指標
(三) 充分就業模型
(四) 凱因斯模型
(五) 貨幣與銀行
(六) 通貨膨脹
(七) 總合供需模型
(八) 財政政策與貨幣政策
(九) 國際貿易
(十) 國際金融

[備註]

0003140~1	初級會計學（一）	3 學分 商院學士	3 小時

[課程目標] This course focuses on the relevance of accounting in business with an emphasis on decision-making and analysis. The objective of this course is to equip the students, as prospective users of financial statements, with an understanding of the accounting fundamentals. The aim is to provide the students a comprehension of the accounting concepts, rules and procedures. The underlying business transactions that give rise to the economic information and why the information is helpful in making the financial and managerial decisions will be also discussed. Through the course, a critical attitude will be encouraged.

[上課內容] (一) 會計基本概念
(二) 會計科目與借貸法則
(三) 會計循環（含傳票簡介）
(四) 買賣業會計
(五) 現金與內部控制
(六) 應收款項
(七) 存貨（含成本概念簡介）
(八) 廠房與設備資產
(九) 天然資源及無形資產

[備註]

0003180~1	初級會計學（二）	3 學分	商院學士	3 小時

[課程目標] This course focuses on the relevance of accounting in business with an emphasis on analysis and accounting-based decision-making. The objective of this course is to equip students, as prospective users of financial statements, with an understanding of the accounting fundamentals. With a comprehension of the accounting concepts, rules and procedures, the students are expected to apprehend the underlying business transactions that give rise to the economic information and why the information is helpful in making the financial and managerial decisions. Throughout the course, a critical attitude will be encouraged.

[上課內容] (一) 流動負債
(二) 長期負債（含貨幣時間價值）
(三) 公司會計—投入資本
(四) 公司會計—損益報導、保留盈餘及股利
(五) 投資
(六) 現金流量表
(七) 財報分析

[備註]

000711-011	微積分	6 學分	國貿大一	6 小時

[課程目標] 介紹微積分之基本計算及其在商學和經濟學之應用，培養學生邏輯分析的能力。

[上課內容] 甲、 極限
乙、 導數
丙、 導數的應用
丁、 指數函數與對數函數
戊、 積分
己、 積分方法
庚、 多變數微積分。

[備註]

000321011	統計學(必)	3 學分　商院各系	3 小時

[課程目標] The objective of this course is to provide students with an introduction to essential and fundamental concepts of elementary statistics. Basis topics in both descriptive statistics and inferential statistics will be covered.

At the end of this course, students should be able to use graphical and numerical summaries, to apply standard statistical inference procedures and to draw conclusions from statistical analyses.

[上課內容]
第一部分：資料整理
“何謂統計？”資料種類介紹
常用圖表
常用中央趨勢值的介紹與計算
常用離散程度值的介紹與計算
第二部份：機率及分佈
機率定義與計算
常見的離散型分配介紹
常態分配介紹
“抽樣分配ｖｓ母體分配” 樣本平均數的抽樣分配，及中央極限定理
第三部分：統計推論--單一母體的估計
單一母體均數/比例的點估計及區間估計

[備註] 課外每週預估學習時間：3~6 小時；商院共同必修；整開課

0003210-12	統計學(必)	3 學分　商院各系	3 小時

[課程目標] The objective of this course is to provide students with an introduction to essential and fundamental concepts of elementary statistics. Basis topics in both descriptive statistics and inferential statistics will be covered.

At the end of this course, students should be able to use graphical and numerical summaries, to apply standard statistical inference procedures and to draw conclusions from statistical analyses.

[上課內容]
統計推論--單一母體的假設檢定
兩母體檢定
變異數分析
離散資料分析
簡單線性迴歸
複迴歸
以下為選讀主題:無母數分析；時間數列分析；統計品質管制

[備註] 課外每週預估學習時間：3~6 小時；商院共同必修；整開課

000348-1	管理學	3 學分　商學院學士	3 小時

[課程目標]
(一) 認識企業營運之基本概念，並瞭解管理的本質、理論與相關分析工具。
(二) 培養邏輯思考能力與實務導向的問題解決技能。
(三) 藉由多元的個案資料拓展思維與視野，鍛鍊創意方案的發想與實踐能力。
(四) 學習團隊合作、簡報、溝通等管理者必備之整合能力。

	(五) 將管理觀念與工具落實於生活中。
[上課內容]	本課程將介紹管理學中重要的觀念與學理，讓管理學初學者了解管理學基礎知識與理論、組織內管理工作的實質內涵、人員與組織管理的實務應用，以及企業運作的環境與當代的重要管理議題。
[備註]	

000347-041	財務管理 (必)	3 學分	商學院學士	3 小時
[課程目標]	The goal of this course is to introduce the fundamental theories of capital budgeting decisions and capital financing decisions of corporations to the students. After taking this course, the students can learn how to practically perform rigorous analyses that are necessary for making capital budgeting and capital financing decisions.			
[上課內容]	The first half of this course will focus on the capital budgeting decision. Capital budgeting mainly involves deciding the proper amount of money the firm should invest and the specific assets in which the firm should invest. The second part of this course will concentrate on the financing decision that is mainly concerned with the appropriate way in which the cash required for an investment should be raised. I will assign about four exercises to you. I will also ask a graduate student to arrange a tutorial class once a week. In this tutorial class, you can ask the tutor to assist you with any learning difficulty you have encountered in the lectures.			
[備註]				

301029-00-1	國際貿易經營管理(國際買賣法)	3 學分	國貿大二	3 小時
[課程目標]	一、培養同學對於國際賣賣法的認識與應用。 二、培養同學處理國際貿易的能力。 三、培養同學解決國際貿易爭端的能力。			
[上課內容]	國際買賣法旨在引領同學理解跨國交易的法律風險，以及基於此而衍生的種種法律以及商業制度，從貿易公司的設立，締結契約、交易流程、到交易的爭端解決等相關問題，逐一解析，以期同學對於跨國交易有全面性的理解。			
[備註]				

301039-001	國際經貿法	3 學分	國貿大二	3 小時
[課程目標]	本課程將主要以 WTO 法的範圍以及重要法律原則為主要的學習內容，搭配實際所發生之爭端案例，協助同學針對 WTO 法制與運作有基本的認識。			
[上課內容]	台灣於 2002 年正式成為世界貿易組織（World Trade Organisation，WTO）的會員，因此，涉及 WTO 規範的我國相關法規，均必須遵守 WTO 的規定。WTO 以貿易自由化為最核心之組織宗旨，涵蓋了包括貨品貿易、服務業貿易、智慧財產權等議題，針對該些議題均訂有會員必須遵守的基本法律原則，此外，WTO 也提供一談判的場域，供會員協商、談判、修訂上述議題的管制內容，而涉及該些議題所引發之會員政府間的貿易爭端案件，也必須依照 WTO 下有關爭端解決之規範。故，本課程將主要以 WTO 法的範圍以及重要法律原則為主要的學習內容，搭配實際所發生之爭端案例，協助同學針對 WTO 法制與運作有基本的認識。			

000604-001	商事法	2 學分 大二	2 小時
[課程目標]	商事法係民法之特別法，民法是私人間權利義務的基礎法律規範，商業活動的各種法律歸規範或糾紛的解決，皆需運用「民法的基礎」加上商事法的相關規定，以達到「定紛止爭」的目的。修讀本課程的學生，最好能先修讀民法概要 2 學分以上，具備相關的基礎知識。透過本課程，同學能夠 (一) 瞭解商業交易必備的法律知識 (二) 建立預防糾紛的風險管理觀念 (三) 培養專業經理人應有的商事法基礎。		
[上課內容]	課程內容包括兩大面向：民法之基礎觀念及相關條文、公司法與民法基礎規範之適用關係。「民法之基礎觀念及相關條文」包含權利能力、法律行為、侵權行為、契約之成立以及履行等規範；「公司法與民法基礎規範之適用關係」包含公司之權利能力，公司之設立登記、合併、出資之轉讓、發行新股，以及董事會、股東會之運作等規範。		
[備註]			

300907-01-1	個體經濟學	3 學分 大二	3 小時
[課程目標]	針對商管學院同學之學習需求，本課程主要目的，首先在於建立基本個體經濟學的知識概念及經濟問題的分析能力，進而透過案例討論，特別強調個體經濟學如何被用來當作制定管理決策之工具設計並瞭解公共政策以評價現代經濟體系之運作，及確實體認個體經濟學在現時生活的實用性。 1.透過本課程學習，讓學生了解如何利用個體經濟學來當作制定管理決策之工具。 2.透過課堂作業與課後練習，讓學生學習如何有效運用大學提供之各項學習資源。 3.透過本課程學習，經由各項測驗與作業練習，讓學生具備深度閱讀的能力。 4.透過本課程學習，讓學生養成自主與終身學習的態度與能力		
[上課內容]	This course is designed to give the undergraduate student an understanding of fundamental microeconomics theory and current issues that is facing in today’s dynamic business environment. It contains the knowledge of Microeconomics that will help students with a theoretical framework to aid analysis of the microeconomic problems.		
[備註]			

301781-001	菁英商務英語:簡報與會議技巧	2 學分 國貿大二	2 小時
[課程目標]	An excellent presenter comes down to 4P: preparation, passion, practice and performance. This course will help you both prepare and perform. By the end of the course, you’ll know how to start and how to finish, what to put in and what to leave out. You’ll have an eye for visuals and an ear for how to use your voice. You’ll have a feel for effective body language and the ability to make facts and figures unforgettable. You’ll learn strategies for handling any questions your audience might throw at you. And you’ll try out a range of dynamic presentation techniques as you develop a style that is uniquely yours.		
[上課內容]	If there is one skill, above all others, that will help you stand out in the world of international business, it is the skill of presenting. Undoubtedly, giving presentations in English is now common features of working life. Thus, this course is designated to help learners develop their international business skills of		

	presentations in English in a more effective, confident, and professional manner.
[備註]	

301780-001	菁英商務英語:提案與談判技巧	2 學分	國貿大二	2 小時
[課程目標]	This course is designated to develop excellence in international business negotiations skills and to improve your command of the English you need to negotiate skillfully and fluently			
[上課內容]	Negotiation has been defined as the art of letting the other person have it your way! Can you get the deal you want whilst making your opponent feel the same? This course is composed of 8 modules which provide a wide spectrum of coverage for those who seek excellence in both negotiation skills as well as in business English skills. What's the worst thing you can do to a negotiator? What does grammar have to do with business etiquette of diplomacy? What's the difference between negotiating positions and interests? And what are the six principles of persuasion you should follow to make any negotiator much more likely to say yes? You will discover the answers to these and many other questions about international negotiations by taking part in some challenging role plays and skill-building games, and by practicing the art of asking probing questions and of disagreeing without being too direct. In this course you will know when to take the lead and when to wait and see what the other side offers first. You will also learn how to decode typical body language signals, defend yourself against unethical tactics and boost your own persuasiveness. Meanwhile, the issue of cultural differences will be raised as well to bring up learners' awareness on how other cultures may have an impact on their approaches to international business situations.			
[備註]				

301779-001	菁英商務英語:團隊領導與商務社交技巧	2 學分	國貿大二	2 小時
[課程目標]	The course is intended for upper intermediate learners to seek advancement on their business communicative skills in English. Ultimately, to help learners meet requirements for a mid-managerial position in the globalized world of international business as their career progresses.			
[上課內容]	This course provides intensive, skills-based professional English training in executive business skills. In this course, various of topics to enhance key communicative and managerial skills are introduced to the class. For instance, build rapport, build a team and stimulate morale, business entertainment and small talks, chair and participate a meeting, manage a crisis, handle conflicts, etc. In addition, the class aims to promote a open-minded and critical thinking ambience to elicit flows of creative ideas from diverse multi-cultural perspectives. Hence, a good portion of class time is dedicated to inviting opinions on given topics and discussing about business dilemmas and decisions in several selected cases. Thus, students are asked to demonstrate their active participations and contributions to			

	various assigned speaking/discussion/role-play tasks. Proactive learning attitude, disciplined attendance and critical thinking are not only encouraged but also are essential to the success of this class.
[備註]	

301796-001	商用英文	2 學分　國貿大二	2 小時
[課程目標]	The course aims to help students improve their written communication skills for various of international busiiness situation.		
[上課內容]	This business writing class adopts participatory learning approach which highly encourages students to actively involve in various of class activities. Thus, apart from traditional Lecturing in introducing a wide range of business writing styles, purposes, useful phrases, grammar, etc., as well as doing writing exercises, this course also requires students to contribute to group discussion and reviewing students writing works in class.		
[備註]			

301800-00-1	財務經濟學	3 學分　國貿大二	3 小時
[課程目標]	經由學習這門課程，學生可以習得關於財務經濟學理論的基礎知識，這對於他們未來從事財務金融方面的工作，或是想要繼續進修跟財務金融相關的碩、博士課程，會非常的有幫助。		
[上課內容]	這半學期的課程主要目的是使學生了解一些財務學上的基本知識，如利率、折現值、效用函數、投資組合的建構、風險、金融市場體系及不對稱訊息等。課程大綱如下: 1. 利率概述 2. 利率的行為 3. 利率風險與期間結構 4. 股票評價 5. 衡量資產風險與報酬率 6. 資本配適，效用函數與風險偏好 7. 資產組合選擇理論 8. 平均數變異數投資組合最佳化分析 9. 資本資產定價模型與因子模型及其應用 10. 公司融資概論 11. 金融體系概論 12. 金融機構的經濟分析		
[備註]			

000350-001	行銷管理 (必)	3 學分　商學院學士	3 小時
[課程目標]	本課程旨在教導學生了解行銷管理所涉及之基本觀念、分析工具及策略擬定，方向上乃是管理的角度出發，強調商品行銷之規劃和執行的重要學理、原則或方法。強化對於行銷戰術的了解與熟悉，並強化行銷問題解決與決策能力的提昇。		
[上課內容]	1. The Marketing Environment 2. Strategic Planning		

3. Marketing Research
4. Consumer Market & Business Market
5. Market Segmentation, Targeting, and Positioning
6. Product Strategies
7. Pricing Strategies
8. Placing Strategies
9. Promotion Strategies

[備註]

300901-001	進階個體經濟學	3 學分 國貿大二	3 小時

[課程目標] This subject is designed to give the undergraduate student an understanding of fundamental microeconomics theory and current issues that is facing in today's dynamic business environment. It contains the knowledge of Microeconomics that will help students with a theoretical framework to aid analysis of the microeconomic problems.

[上課內容] Profit Maximization and Competitive Strategy ,
The analysis of Competitive Markets
Market Power: Monopoly and Monopsony
Pricing with Market Power, Monopolistic Competition
Oligopoly
Game Theory and Competitive Strategy\
General equilibrium and economic efficiency
Market for factors inputs

[備註]

300904-001	管理經濟學	3 學分 國貿大二	3 小時

[課程目標] The purpose of this course is to introduce useful microeconomic tools for making sound managerial decisions, and illustrate how to use these tools with a number of case studies. Firstly, it illustrates how to use basic economic tools such as present value analysis, supply and demand, regression and basic models of market structure to solve managerial problems. It then presents some modern microeconomic tools such as game theory and the economics of information for dealing with complicated managerial decisions. Finally, some advanced topics in business strategy are discussed.

[上課內容]
1. Introduction
2. Demand and Supply
3. Elasticity and Revenue
4. Consumer Behavior
5. Production, Cost, and Profit Maximization
6. The Nature of Industry
7. Managing in Competitive Industry
8. Managing in Monopolistic and Monopolistically Competitive Industries
9. Basic Oligopoly Models
10. Game Theory: Inside Oligopoly

11. Pricing Strategies for Firms with Market Power
12. The Economics of Information
13. Advanced Topics in Business Strategy

[備註]

301815-001	亞洲經濟問題研究	3 學分 國貿大三 3 小時
[課程目標]	The goal of this course is to equip the students with basic tools to analyze real-world economic issues.	
[上課內容]	Students will be assigned articles in the beginning of the semester and discuss these assignments with the instructor in English weekly or biweekly. There will be a mid-term and a final presentation in English as well. Students are also required to submit an academic paper written in English after the final presentation.	
[備註]		

000356-041	社會責任與倫理(必)	1 學分 商學院學士 1 小時
[課程目標]	根據現今的社會潮流與全球趨勢，商學院學生在畢業後能不僅需要擁有專業經理人的知識與能力，更應具備社會責任觀念與基本道德素養。期許同學修畢此課程後，能夠具備檢視企業組織的社會目標、規劃永續策略的能力；並在進入職場面對道德兩難的決策課題時，能具備思辨能力，同時也能從多元角度評量相關利害關係人的得失。修習此課程後，學生應該能夠： 1. 認識不同的倫理概念與思考原則。 2. 了解企業社會責任(CSR)、ESG、SDGs、社會企業等等相關主題。 3. 具備辨識道德議題的能力。 4. 具備表明道德立場的能力。 5. 具備辨識決策中道德意涵的能力。 6. 具備辨明社會責任的重要性。	
[上課內容]	課程將介紹同學基礎倫理與道德價值概念，同時也讓同學思考商業管理與倫理之間的關係。在課堂中，將透過講課、個案討論、分組作業等方式，讓同學認識基礎倫理觀點、企業倫理概念，以及包含企業社會責任(CSR)、ESG、SDGs、社會企業等與永續發展相關的議題。	
[備註]		

301036-011	國貿理論與政策	3 學分 國貿大三 3 小時
[課程目標]	1. 貿易的現況與重力方程式 2. 李嘉圖的比較利益法則與相對生產力差異所產生的貿易流量 3. 生產力的差異是否解釋了實際的貿易流量? 4. 要素稟賦的差異所產生的貿易流量 5. 要素稟賦的差異是否解釋了實際的貿易流量? 6. 貿易對所得分配的短期影響 (特定要素模型) 7. 近三十多年來全球所得分配的演進 8. 規模經濟所產生的貿易流量 9. 貿易對產業生產力的影響	

[上課內容]	將消費平均分配於不同物品的傾向，以及不同物品的生產，不平均的分配在不同地點，是產生貿易的主要原因。前者似乎和人的天性有關，而後者的成因則較為複雜。貿易理論首在解釋生產活動無法平均分佈於不同地點的原因，進而勾勒出物品在不同地點及間流動的方向 (貿易型態)。商品的流動滿足了人類平均消費的需要，也提升了生活的水準 (福利)。在理解商品流動的原因後，政府應採取何種政策調控商品流動的數量 (貿易政策) 將成為另一個討論的主題。
[備註]	

301032-001	國際企業管理	3 學分	國貿大三	3 小時
[課程目標]	The objective of the course is to provide students with a comprehensive understanding of international business and to develop students' abilities to analyze problems in an international business context.			
[上課內容]	The course is designed to educate students concerning the global context in which business is conducted. It will increase students' awareness of key economic, political, and legal issues that affect business on a global scale. It also provides students' understanding regarding the interactions among firms, markets, governments and other social actors. It will expose students to different analytical perspectives for understanding the increasing complex sociopolitical environment.			
[備註]				

301033-001	國際行銷管理	3 學分	國貿大三	3 小時
[課程目標]	本課程透過有系統、有組織地介紹當前國際商業環境，探討國際行銷理論與分析架構，並利用個案分析將學術觀念與管理實務作一連結，旨在訓練學生發展從事國際行銷管理決策所需之知識和方法，希冀能使學生了解全球市場概況，並具備規劃及執行國際行銷策略的能力。			
[上課內容]	企業國際化已然成為世界經濟發展之重要趨勢，面對全球競爭情勢，國際企業無論是開發國外市場或在他國從事營運，其考量因素與決策程序遠比僅在自己國內經營時，要來得複雜許多。因此，今日之企業必需以全方位和系統化的方式，隨時偵測評估市場變化，藉以掌握國際行銷商機。國際行銷管理涉及各種行銷計畫的決策，負責國際行銷業務之經理人必需擬定策略，針對個別國外市場設計及執行適當的計畫，並協調整合所有的行銷活動，以期達成良好的績效。			
[備註]				

301778001	網路貿易摸擬	3 學分	國貿大三	3 小時
[課程目標]	Both classroom-based and electronic formats are used. Students at NCCU and SUIBE log onto the program regularly to receive news about trading opportunities and to perform tasks outlined in the program that advance their trades. A manual is available on the ITS platform and 3 hours each week of supervised trading and question-and-answer sessions. Students negotiate in live video sessions and with instant message, Skype or email. Students will also regularly maintain online records of their company's transactions, in order to track the results of their deals and what they have learned about international trade. A primary objective of the course is to help you learn how to conduct an international trade			

transaction. To that end, we will take a hands-on approach. Through simulations accessible in a specially-designed internet environment, you will perform all the major tasks of actual international trade transactions, including 1) finding a seller of a product you want to buy, 2) negotiating the terms of the purchase, 3) arranging for financing, shipping, and insurance, and 4) keeping track of the financial effects of the transaction on your company. We also emphasize a problem-solving approach. You will learn to identify risks and challenges and how to develop strategies to solve them.

Another objective of the course is to introduce you to future clients and contacts.

SUIBE students will soon be staff of important companies which engage in foreign trade. You will not only meet them through this course, you will get to know them through weekly contact with them and learn how to engage them effectively. Building such relationships is of crucial importance to international business.

You will negotiate with students from SUIBE, as well as other buyers and sellers roled by teachers and/or industrial specialists. Communications between student-run trading companies and their clients, and between students and teachers, can occur anytime, via email, instant messaging, or SKYPE, 16 half-an-hour sessions for live, video negotiations between the companies will be held.

Once the simulation program is up and running, NCCU students will meet each week with one or more of the professors in the teaching team. Here the week's transactions can be discussed and any problems that you share will be analyzed and solved.

[上課內容] This is an online interactive simulation course of international trade. Students of NCCU to form simulated Taiwan companies, and students of SUIBE (Shanghai University of International Business & Economics) including Chinese students to form simulated Chinese companies and foreign students (mainly from Europe and maybe few from other countries like USA/Canada who are currently studying at SUIBE) to form simulated French companies, will simultaneously participate in the simulated trade transactions with each another. Using a web-based software platform designed just for this course, students will play the role of simulated trading companies in their respective areas who are seeking to trade goods between Taiwan/France and Taiwan/Shanghai.

Trade Simulation, Business Review, Quiz and Board Meeting are the four segments of this course.

- Trade Simulation

The students will make up a team and register a company of your own. By browsing the net, you can be well informed of the domestic and overseas demand and supply, and then to decide what to sell or buy. Facing various situations in the trading environment, students will learn how to acquire competitive advantages, control business risks, so as to maximize trade profits. Gradually, keen market awareness, strong communication skills, good team spirit, rapid response style and logical analysis ability have been trained during the learning-by-doing process. During the simulation, the participants communicate with foreign counterparts mainly by E-mails. Moreover, real-time oral negotiations are available by live conference equipment between Taipei and Shanghai(France).

- Business Review

During trade simulation, students will have weekly class meetings with the instructor and classmates, to summarize and self-assess their own operations. The week's transactions are discussed and any problems that cropped up can be analyzed and solved, and effective communications within the team can be also strengthened.

- Quiz

Couple quiz will be held close to the end of the class, so to find out how much each student had learned from the class.

- Board Meeting

At the end of simulation, students will write working reports according to their business achievements and submit to the board in advance. On the board meeting, they will give presentations to the directors composed of professional and experienced people from trading industry and accept their questions and comments.

[備註]

301801001	國際投資（一）	3 學分	國貿大三	3 小時

[課程目標] This course examines important issues in the rapidly evolving area of international financial markets and strategies, and global investments. It focuses on various aspects of international portfolio management in an open-economy macroeconomic setting, and is a natural extension to the theories and practical issues explored in Investments and/or Finance.

This course is aimed at students wishing to acquire a sound understanding of the main opportunities in international investments. For example, the relevance of hedging in the management of currency risk will be studied in light of theoretical results and empirical evidence. *Foreign direct investment (FDI)* and Free Trade Agreements will also be introduced, since in general, the revenue streams generated from FDI by U.S. firms is about three times as large as the revenue generated from the exporting of U.S. goods by U.S. firms.

Due to the ever increasing importance of *international corporate governance,* there is a corresponding need to decipher and use information in financial reports. At least one class meeting and one case study will touch on some key issues in international financial reporting and analysis, such as financial disclosure/transparency, incentives for off-balance sheet liabilities, hedge accounting, lease accounting, footnote disclosures, and inter-corporate equity investments, and international financial reporting differences.

[上課內容]

1. Market Structure and Institutions
2. International Parity Conditions: Purchasing Power Parity
3. International Parity Conditions: Interest Rate Parity and the Fisher Parities
4. Determination of Spot Exchange Rates: Theory and Evidence
5. Foreign Exchange Market Efficiency
6. Foreign Exchange Rate Forecasting
7. The Eurocurrency Market
8. International Bond Portfolios
9. Currency and Interest Rate Options

	10. Currency and Interest Rate Options 11. Continue with Currency and Interest Rate Options 12. Pricing Options and other Derivatives; Real 13. Currency and Interest Rate Swaps 14. Managing Exposure to International Financial Risks 15. International Equity Portfolios
[備註]	

301896-001	新與市場開發與分析	2 學分	國貿大三	3 小時
[課程目標]	(一) 本課程與與外貿協會合作，集合外貿協會最優秀的講師以及高層，以多年實戰經驗，分享於全世界各地開拓海外貿易市場的經驗。 (二) 每場講座皆是演講者畢生的經驗濃縮，將透過每場演講的互動、問答與探討，讓學生更瞭解全球商業市場，知悉台灣海外拓銷遇到的困境與解決之道。並藉由講者分享的行銷訓練，讓學生主動思考，激盪出全球化下台灣經濟發展的新思維			
[上課內容]	(一) 台灣經濟現況/國際市場情勢 (二) 進入海外市場的注意事項 (三) 全球化經營行銷策略 (四) 台灣進入國際市場的經營的準備			
[備註]				

300906-001	總體經濟學	3 學分	國貿大三	3 小時
[課程目標]	In this course, we will cover basic economic models that study the behaviors of various macroeconomic variables. Students will be able to understand the contents of economic newspapers (such as Economist, Wall Street Journal, or Financial Times), and conduct simple economic analysis using aggregate economic data.			
[上課內容]	This course is an intermediate course in macroeconomic theory. We discuss various economic models that describe the behavior of aggregate economic variables such as output, unemployment, inflation, and the exchange rate. The course is broken into four parts. The first part covers the classical theory in the long run. The second part discusses the growth theory in the very long run. The third part studies the theories of short-run business cycle and its policy implications. Lastly, based on these economic models, we discuss the recent development in macroeconomics, with a special focus on the recent financial crisis. This course is designed for junior and senior students majoring in economics and requires basic knowledge of calculus. (Supplementary math review may be conducted during the class, depending on students' needs.) Lectures will be given in English.			
[備註]				

301034-001	國際財務管理	3 學分	國貿大三	3 小時
[課程目標]	這半學期的課程主要目的是讓學生了解一些國際財務管理上的基本知識，如國際金融環境、貨幣衍生性金融商品、匯率行為、跨國長期資產和負債管理及短期資產和負債管理。			

[上課內容]	第一部分**:** 國際金融環境 (一) 跨國財務管理 (二) 國際資金流動 (三) 國際金融市場 (四) 匯率的決定 (五) 貨幣衍生性商品 第二部分: 長期資產和負債管理 (一) 跨國資本預算 (二) 跨國資本成本和資本結構 (三) 長期融資 第三部分: 短期資產和負債管理 (一) 短期融資 (二) 10. 國際現金管理
[備註]	選修本課程前請最好先修過財務管理及經濟學原理之類的課程。

301031-001	國際經貿法專題	3 學分 國貿大三	3 小時
[課程目標]	本課程將選擇重要之國際經貿法專題，深入討論 WTO 下之相關規範以及爭端解決案件，以便同學得深度瞭解國際經貿法下各重要專題。修課同學必須具備國際經貿法之基本知識，本學期所選擇之專題為 WTO 與氣候變遷以及動物福利。		
[上課內容]	本課程分為三大部分：第一部分為針對與氣候變遷以及動物福利可能相關之 WTO 法制，包括 GATT 第二十條、TBT 協定、SPS 協定與 SCM 協定，進行深入的討論，第二部分則討論動物福利與 WTO 法制，第三部分則討論氣候變遷與 WTO 法制。第二與第三部分均邀請專家針對動物福利與氣候變遷的概念進行專題演講，接著分析各國之立法例以及與 WTO 法制的關係。		
[備註]			

301030-001	貿易與投資專題	3 學分 國貿大三	3 小時
[課程目標]	The course continues international trade theory. It is divided into two parts. The first part introduces the normative theory of trade. We analyze the optimal trade policy when the government has different objective functions and under various market structures. We also consider the strategic interactions of home and foreign governments and examine the economic principle of GATT and WTO. The second part considers some advanced topics of positive trade theory including the decisions of export, foreign direct investment and structure of multinational firms.		
[上課內容]	1. The standard trade model. 2. Instrument of trade policy and the optimal trade policy under small open economy. 3. The optimal trade policy of a large open economy. 4. The strategic interaction of governments. 5. The economic principle of GATT and WTO. 6. The optimal trade policy under imperfect competition. 7. The political economy of trade policy. 8. The heterogeneous firms, FDI and structure of multinational firms.		

[備註]

301851-001	國際商學經營專題	3 學分	國貿大三	3 小時
[課程目標]	讓同學運用在校所學，實際參與管理者的經驗分享。			
[上課內容]	每周邀請一位不同產業的高階管理者與同學分享實務上遇到的困難與挑戰。			
[備註]				

300902-011	進階總體經濟學	3 學分	國貿大三	3 小時
[課程目標]				
[上課內容]	1.Aggregate demand I .The goods market and the IS curve .The money market and the LM curve .The short run equilibrium 2. Aggregate demand II .Exlaining fluctuations with the IS-LM model .IS-LM as theory of aggregate demand . The Great Depression .Conclusion 3.Aggregate demand in the open economy .The Mundell-Fleming model .Interest rate differential .The Mundell-Fleming with a changing price level .uncovered interest rate parity 4. Aggregate supply .Three models of aggregate supply .The inflation, unemployment and the Phillips curve .Policy ineffectiveness			
[備註]				

301818-001	國際金融法專題（一）	3 學分	國貿大三	3 小時
[課程目標]	專題（一）之目標是讓學生全面性地了解全球金融市場，熟悉各種金融市場實務以及相關管制與監理之發展。 專題（二）之目標則是透過事先擇定之主題的探討，讓學生思考全球金融市場當前所面臨之各種面向的挑戰與相關監理應有之因應。			
[上課內容]	由於本課程之前身為開設給國貿系碩士班選修之「金融市場法規」，故屬於研究所等級課程，惟大三、四同學想要嘗試研討型課程（Seminar）、且願意花時間獨立研究者，歡迎選修此門課程。國際金融法專題（一）與（二）各自擁有獨立主題，故未修專題（一）者，仍可修習專題（二），不影響學分之承認。 原則上，專題（一）偏重金融市場法規環境整體面的介紹；專題（二）則就全球金融市場當前重要之管制監理課題挑選合宜者進行研討，如過去討論過 WTO 之金融服務貿易談判、研析過知名衍生性金融弊端案例、於金融海嘯後也追蹤全球金融監理之改革。			

[備註]				

301820001	實用投資管理	3 學分	國貿大三	3 小時
[課程目標]	After learning the course, students are expected to know basic knowledge about econometrics and how to use R in financial analysis, which will be extremely useful for their future career in the industry or study related to finance.			
[上課內容]	The one-semester course aims to introduce undergraduate level students some well-established econometric and statistical techniques for financial data analysis with R, a free and popular software for scientific data analysis. We will start with a basic introduction of how to use R, including how to input, output and manipulate data, and how to use basic operations, functions and program statements, etc.. We will then proceed to learn how to calculate individual asset's and portfolio's returns and various risk measures, estimate linear regression models, construct minimum variance portfolios and evaluate derivative prices.			
[備註]				

301915-001	跨境電子商務	3 學分	國貿大三	3 小時
[課程目標]	同學修完這門課之後，不僅具有跨境電子商務該有的理論知識，同時具備了利用網路平台進行貿易活動的能力.			
[上課內容]	本課程主要介紹跨境電子商務的理論與實務，除了介紹全球主要跨境電商平台之外，課程還包括五個個案的討論，以及最後三周的彈性教學，期能讓同學有完整的實務訓練.			
[備註]				

301848-001	電腦模擬的商業應用	3 學分	國貿大三	3 小時
[課程目標]	Purpose: The goal for this course is to develop the skills needed to use and create intricate simulation models with Excel and Crystal Ball, geared toward the business community. The course will be project based, with a focus on mortgage-backed securities, securities modeling, financial statement cash flow modeling, and derivative modeling. In today’s information age, managers increasingly rely on quantitative models and big data to make financial decisions that have a profound impact on the performance of their organizations. Often business analysts produce the quantitative models that top management use to support their decision making, but top management must also understand the strengths and weaknesses of the models if they are to use them effectively to support their decisions. The objective of this course is to equip you with the frameworks, tools, and methodologies necessary to build and/or be an educated user of quantitative models for financial decision making. The course is suitable for students seeking a career in finance, but also for students with broader interests who wish to strengthen their general modelling skills. We will help you master modelling frameworks such as regression analysis, Monte-Carlo simulation, optimization, and binomial trees; and, we will show you how to apply these frameworks in financial contexts such as portfolio management, term-structure estimation, capital budgeting, risk measurement, risk analysis in discounted cash flow models, and			

pricing of European, American, exotic, and real options. The modelling tools will be illustrated by applying them to a variety of real-world cases. For instance, we will use real options to carry out the valuation of a 10-year lease on a gold mine (taking into account the uncertainty in gold prices and the flexibility to choose when and how much gold to extract); we will show you how to use Monte-Carlo simulation to understand the impact of the different assumptions underlying the discounted cash-flow analysis for a new venture in the airline industry; and, we will show you how to value abandonment, expansion, contraction, and pioneer options on real-world assets.

[上課內容] Course description

A famous Chinese proverb reads "I hear, I forget. I see, I remember. I do, I learn". The structure of the course "Simulation Modelling with Business Applications" tries to capture the wisdom of this proverb. A typical session consists of three steps. First, the instructor lectures about academic concepts from the fields of Management Science and Finance (I hear). Second, the instructor applies these concepts to a particular business situation (I see). Third, the students themselves apply the optimization and simulation concepts to a real-world business case with the help of the instructor (I do). Students who have taken this course emphasize as a strength that the course structure (lecture + example + workshop) facilitates the learning of otherwise complex quantitative models.

The software used in the course is Microsoft Excel, with the add-ins Solver for optimization and @Risk for simulation, which can be downloaded from the portal. We will discuss spreadsheet modelling best practices, and review useful spreadsheet features such as data tables, database operations, pivot tables and charts, the data analysis tool pack, and other statistical built-in functions. In addition, the use of macros to automate spreadsheet tasks will be illustrated.

Course Prerequisite

The prerequisites for this course are a first course in Statistics, a first course in Financial Management, and a first course in Investments. Familiarity with the following add-ins for Excel is required: "Solver" and either "@Risk" or "Crystal Ball" for Monte-Carlo simulation. Students who do not meet these prerequisites are welcome to take the class provided they are prepared to do some additional reading to catch up. Class participation will account for 20% of the course grade and the student reports for two workshop assignments will account for 80% of the grade.

[備註]

301037-011	國際金融	3 學分	國貿大四	3 小時

[課程目標] The basic goal of this course is to introduce international financial markets, and to study the economics behind decision-making about investment in the international context.

[上課內容] This is a participant-centered learning course where students will take an active discussion role in the class. Students are expected to read assigned materials before coming to the class. While lecturing is still part of the classroom activity, in most of meeting students have to be actively involved in discussions over the Cases of concern. Therefore, the degree of participation from each student shares a part when evaluating her performance.

	The topics of interest start with discussing major investment vehicles, the instruments, the markets, as well as the concepts and the techniques used to analyze those investments are then reviewed. Following the introduction, the important notion of arbitrage would be given and emphasized throughout the course. Related to the notion is the various parity, describing equilibrium relationship among international goods, money and capital markets. The determination of exchange rates is another focal point. We discuss as well techniques for forecasting exchange rates as an application of the theory for exchange rates. While the course talks about concepts and theories most of time, the lectures do not abstract from real-world application and evidence. Many examples will be displayed along with the theory. There are some homework assigned to facilitate your understanding toward the course materials. Students taking the course are expected to have knowledge on macroeconomics, and money and banking. However, the curiosity about how the international economy works is essential to succeed in the course.
[備註]	

301789-001	金融時間序列分析	3學分	國貿大四	3小時
[課程目標]	Upon successful completion of this subject students should be able to: 1. understand the theory and principles underlying a class of linear stochastic models, and appropriately apply time series techniques to financial problems; 2. understand the theory and principles underlying a class of volatility models and appropriately apply modelling techniques to financial problems; 3. formulate a testable hypothesis from a financial theory model; 4. develop a range of statistical tools for empirical tests of these hypotheses; 5. clearly communicate empirical applications and interpret results via written reporting; 6. point to valuable experience in modelling financial time series, testing models and presenting succinctly the results of your analysis of a given problem. Upon successful completion of this subject students should be able to: 1. understand the theory and principles underlying a class of linear stochastic models, and appropriately apply time series techniques to financial problems; 2. understand the theory and principles underlying a class of volatility models and appropriately apply modelling techniques to financial problems; 3. formulate a testable hypothesis from a financial theory model; 4. develop a range of statistical tools for empirical tests of these hypotheses; 5. clearly communicate empirical applications and interpret results via written reporting; 6. point to valuable experience in modelling financial time series, testing models and presenting succinctly the results of your analysis of a given problem.			
[上課內容]	Financial markets create many time series for example stock prices and foreign currency exchange rates. How should we make use of these invaluable data for making investment decisions? In this course you'll learn advanced statistical techniques to handle financial time series data and to model the stochastic mechanism that generates the observed series.			
[備註]				

301866-001	策略行銷分析	3 學分　國貿大四	3 小時
[課程目標]	在策略行銷分析課程中，希望訓練學員可以從策略的觀念來探討行銷在公司裡所應扮演的角色，課程中試著探討行銷的最新議題與個案，其中包含有策略行銷分析架構介紹、策略行銷分析架構介紹應用、行銷與公司策略的整合關係、新媒體環境下的整合行銷策略、顧客滿意與關係建立、動態行銷良性循環分析等。課程中強調理論與實務並重，堂課中會以問題為導向，以行銷理論結合實務個案來分析思考行銷策略問題。		
[上課內容]	面對日趨複雜的行銷環境，無論是 B to B 或 B to C 的市場，行銷的規劃形式與行銷組合活動皆產生了相當大的變化，值此之際，新的行銷名詞與觀念不斷地在市場上出現，經營管理者不只愈來愈不容易釐清行銷問題的真相，也經常會掉入銷售惡性競爭的陷阱，因此需要一個能更宏觀、更具系統的行銷架構來幫助他們制訂具市場長期競爭力的行銷策略。相對於以管理程序為主要論述的行銷架構，本課程以交換問題之分析為論述重點，透過分析買者在行銷交換行為時所面對的四大問題，找出行銷問題的癥結，並提供解決這些問題的實務方法，以便順利達成行銷目的。		
[備註]			

301035-001	國際金融專題	3 學分　國貿大四	3 小時
[課程目標]	This is the second part of the International Finance subject. This subject is designed to equip students with pioneering theoretical frameworks, which will then allow them to develop bases for discussing and answering critical questions in International Finance.		
[上課內容]	1. Orientation & Introduction Foreign Exchange Rates Data 2. Stylized Facts of FX Trading 3. Global Imbalances 4. Current Account Sustainability 5. A Theory of Current Account Determination 6. Current Account Determination in a Production Economy 7. Uncertainty and the Current Account 8. External Adjustment in Small and Large Economies 9. Twin Deficits: Fiscal Deficits and Current Account Imbalances 10. International Capital Market Integration 11. The Law of One Price, Purchasing Power Parity, and Real Exchange Rate 12. The Macroeconomics of External Debt 13. Monetary Policy and Nominal Exchange Rates		
[備註]			

301833-001	行銷研究	3 學分　國貿大四	3 小時
[課程目標]	(一)瞭解行銷研究設計 (二)瞭解行銷研究資料分析 (三)瞭解行銷研究與行銷的關係 (四)實際從事新產品行銷研究與行銷發展計畫		
[上課內容]	1. Introduction 2. Initiate a Marketing Research Project		

3. Secondary & Primary Data Sources
4. Method for Qualitative research
5. Survey-Interviewing Methods
6. Individual Group Preparation
7. Methods of Concept Development and Test
8. Experimental Methods
9. Concept test questionnaire and analysis method (I)
10. Concept test questionnaire and analysis method (II)
11. Product Test & Tracking Study
12. SPSS software introduction
13. Data Analysis (1): basic statistics test (t-test, correlation, regression, ANOVA)
14. Data Analysis(2)- Factor analysis and other multivariate data analysis
15. Data analysis presentation and discussion
16. Final Exam
17. Show your draft report
18. Final Report Presentation

[備註]

301783-001	國際企業經營策略	3 學分	國貿大四	3 小時

[課程目標] The course focuses on the various issues important to the operations of the firm in the international context. It also provides some theoretical backgrounds for graduate students who work on a master thesis in (international business) strategy.

[上課內容]
1. What is strategy? How to measure firm performance? What determines performance difference among firms?
2. Industry analysis
3. Global industry
4. Resource-based view
5. Strategies for competing in global industries
6. Coordinating and controlling international operations
    - Strategic control within a multinational firm
    - Headquarters-subsidiary relationships

    Multinational subsidiary evolution
7. Knowledge management in MNEs
8. Strategies for competing in emerging Economies

[備註]

碩士班

351032-001	企業社會責任與倫理(必)	0 學分	國貿所	36

[課程目標] 課程期透過企業社會責任與企業永續議題研討與基本研究倫理準則之學習，協助學生在未來面臨各種決策時，能夠進行價值推演與分析，培養具倫理思維與判斷能力，重視永續發展的未來企業領導人才與專業經理人。

[上課內容]	本課程為一整合與跨領域課程，內容設計涵蓋多元主題，包含：企業社會責任與倫理思維導論、企業倫理時事議題探討、永續價值排序活動與基礎研究倫理等課程。
[備註]	

351026-011	國際經貿法	3 學分　國貿所	3 小時
[課程目標]	就公法的領域（第一到十二週），台灣於 2002 年正式成為 WTO 的會員，因此，涉及 WTO 規範的我國相關法規，均必須遵守 WTO 的規定。WTO 以貿易自由化為最核心之組織宗旨，涵蓋了包括貨品貿易、服務業貿易、智慧財產權等議題，針對該些議題均訂有會員必須遵守的基本法律原則，此外，WTO 也提供一談判的場域，供會員協商、談判、修訂上述議題的管制內容，而涉及該些議題所引發之會員政府間的貿易爭端案件，也必須依照 WTO 下有關爭端解決之規範。故，本課程將主要以 WTO 法的範圍以及重要法律原則為主要的學習內容，搭配實際所發生之爭端案例，協助同學針對 WTO 法制與運作有基本的認識。 就私法的領域（第十三到十八週），主要課程內容乃在幫助同學瞭解國際商務中有關法規環境和運作規範，並培養管理法律風險的能力；特別是在面對國際企業經營過程中勢將遭逢法律衝突所衍生相關問題時，能具備分析問題、尋求解決方案的能力，俾使企業經營之風險及成本降至最低。 For public law, the course will introduce the fundamental international trade rules that are regulated under the World Trade Organization, including how these rules are applied and interpreted in the WTO dispute settlement cases. These international trade rules are crucial to Taiwan after Taiwan became a WTO Member in 2002. For private law, the course will give an overview to the legal environment and operational regulations concerning international business transaction, so that the students can be equipped with the ability to manage legal risks facing multinational enterprises.		
[上課內容]	國際經貿法此一學門包含公法與私法兩大領域，本課程將針對此兩大領域進行基本觀念的介紹，並以專題與個案研習的方式帶領及訓練同學分析有關國際經貿法實務運作下之重要議題。 International trade law covers both public law and private law. This course intends to give an overview to the most fundamental concepts of both these two legal dimensions through case studies.		
[備註]			

351027-011	國際貿易與投資	3 學分　國貿所	3 小時
[課程目標]	本課程目的，在於介紹國際貿易以及國際直接投資之相關理論與實證，以培養學生分析國際經濟問題之興趣與能力。課程內容包括商品貿易以及國際直接投資之決定因素與效益；政府關稅與非關稅貿易障礙、區域經濟整合、世界貿易組織等貿易政策之經濟影響。		
[上課內容]	1. Introduction (Lin) 2. Review of General Equilibrium Theory (Lin) 3. Classical Trade Theories (Lin) 　i. Ricardian Model 　ii. Heckscher-Ohlin Model		

iii. The Specific-Factors Model

4. International Factor Movements (Lin)
5. Modern Theories of Trade (Hsu)
6. Testing Trade Theories (Hsu)
7. International Trade Policy (Lin)
8. Preferential Trade Arrangements (Lin)
9. World Trade Organization (Lin)

[備註]

351028-011	國際企業策略與管理	3 學分 國貿所 3 小時

[課程目標] On successful completion of this course, you will be able to able to demonstrate:

1. *Knowledge and understanding:* Understand how companies are managing in today's volatile environments, what type of analysis is needed to enter foreign markets and how companies manage their foreign operations.
2. *Discipline skills*: Apply knowledge of international trade, trends of globalisation and the role of international organizations to evaluate the appropriateness of company strategy. Develop entry strategies, export-related issues, multinational management goals and global marketing and research issues.
3. *Personal transferable skills*: Formulate international business strategy; work co-operatively in groups, share knowledge and experience and write effective and concise management reports.

[上課內容] As their operating environment becomes more multidimensional, complex and uncertain, managers around the world are realising that they need to recognise and respond to this complexity by developing a deeper contextual understanding of the social, cultural, political and technological forces influencing and transforming the competitive landscape of the global economy.

This course looks at international business opportunities and challenges driven by growing globalisation in the spheres of culture, economics, politics, technology and the natural environment. It poses important questions about modern life, work, and the management of human effort in a global context. Specifically this course aims to:

- Develop a comprehensive understanding of the strategic issues that businesses are confronted with when operating on an international scale
- Critically analyse the impact of environmental factors such as regional integration, technology and the internet on the global economy

Expose students to the diversity of cultures in the international arena and the effect of this diversity on business practices.

[備註]

351030-011	國際財務管理	3 學分 國貿所 3 小時

[課程目標] This course is designed to provide perspective on the central issues faced by a financial vice president or a financial officer within the company. Topics include measuring foreign exchange risk managing the risk with both contractual and operating strategies foreign investment decisions capital budgeting and cost of capital in an international perspective political risk working capital management and performance evaluation and control. Students will also be required to develop conceptual understanding of the foreign exchange market the Euro-currency market the international bond market and equity market in various countries. Emphasis is on underlying economic principles. Institutional features helpful in understanding the structure and operations of the market will also be dealt with in detail. This course also directs specific attention to the burgeoning development of mergers and acquisitions. Students will be disciplined to understand and practice on a properly defined process (10 phases) that contributes to the success of a business combination.

[上課內容] This course is designed to provide perspective on the central issues faced by a financial vice president or a financial officer within the company. Topics include measuring foreign exchange risk managing the risk with both contractual and operating strategies foreign investment decisions capital budgeting and cost of capital in an international perspective political risk working capital management and performance evaluation and control. Students will also be required to develop conceptual understanding of the foreign exchange market the Euro-currency market the international bond market and equity market in various countries. Emphasis is on underlying economic principles. Institutional features helpful in understanding the structure and operations of the market will also be dealt with in detail. This course also directs specific attention to the burgeoning development of mergers and acquisitions. Students will be disciplined to understand and practice on a properly defined process (10 phases) that contributes to the success of a business combination.

[備註]

351733-001	金融時間序列分析	3 學分	國貿所	3 小時

[課程目標] Upon successful completion of this subject students should be able to:

1. understand the theory and principles underlying a class of linear stochastic models, and appropriately apply time series techniques to financial problems;
2. understand the theory and principles underlying a class of volatility models and appropriately apply modelling techniques to financial problems;
3. formulate a testable hypothesis from a financial theory model;
4. develop a range of statistical tools for empirical tests of these hypotheses;
5. clearly communicate empirical applications and interpret results via written reporting;
6. point to valuable experience in modelling financial time series, testing models and presenting succinctly the results of your analysis of a given problem.

Upon successful completion of this subject students should be able to:

1. understand the theory and principles underlying a class of linear stochastic models, and appropriately apply time series techniques to financial problems;
2. understand the theory and principles underlying a class of volatility models and appropriately apply modelling techniques to financial problems;
3. formulate a testable hypothesis from a financial theory model;
4. develop a range of statistical tools for empirical tests of these hypotheses;
5. clearly communicate empirical applications and interpret results via written reporting;

	6. point to valuable experience in modelling financial time series, testing models and presenting succinctly the results of your analysis of a given problem.
[上課內容]	Financial markets create many time series for example stock prices and foreign currency exchange rates. How should we make use of these invaluable data for making investment decisions? In this course you'll learn advanced statistical techniques to handle financial time series data and to model the stochastic mechanism that generates the observed series.
[備註]	

351739-001	國際投資（一）	3 學分	國貿所	3 小時

[課程目標] This course examines important issues in the rapidly evolving area of international financial markets and strategies, and global investments. It focuses on various aspects of international portfolio management in an open-economy macroeconomic setting, and is a natural extension to the theories and practical issues explored in Investments and/or Finance.

This course is aimed at students wishing to acquire a sound understanding of the main opportunities in international investments. For example, the relevance of hedging in the management of currency risk will be studied in light of theoretical results and empirical evidence. *Foreign direct investment (FDI)* and Free Trade Agreements will also be introduced, since in general, the revenue streams generated from FDI by U.S. firms is about three times as large as the revenue generated from the exporting of U.S. goods by U.S. firms.

Due to the ever increasing importance of *international corporate governance,* there is a corresponding need to decipher and use information in financial reports. At least one class meeting and one case study will touch on some key issues in international financial reporting and analysis, such as financial disclosure/transparency, incentives for off-balance sheet liabilities, hedge accounting, lease accounting, footnote disclosures, and inter-corporate equity investments, and international financial reporting differences.

[上課內容]
1. Introduction
2. Market Structure and Institutions
3. International Parity Conditions: Purchasing Power Parity
4. International Parity Conditions: Interest Rate Parity and the Fisher Parities
5. Determination of Spot Exchange Rates: Theory and Evidence
6. Foreign Exchange Market Efficiency
7. Foreign Exchange Rate Forecasting
8. The Eurocurrency Market
9. The Eurobond Market
10. International Bond Portfolios
11. Currency and Interest Rate Futures
12. Currency and Interest Rate Options
13. Pricing Options and other Derivatives; Real Option Applications
14. Currency and Interest Rate Swaps
15. Measuring Exposure to International Financial Risks

	16. Managing Exposure to International Financial Risks
	17. International Equity Portfolios
[備註]	

351740-001	策略行銷分析－全球觀點	3 學分 國貿所	3 小時
[課程目標]	在策略行銷分析課程中，希望訓練學員可以從策略的觀念來探討行銷在公司裡所應扮演的角色，課程中試著以最新的行銷理論來探討行銷的最新議題與個案，其中包含有行銷與公司策略的整合關係、新產品發展策略、新媒體環境下的整合行銷策略、顧客滿意與關係建立、品牌社群管理、多元通路關係策略、動態行銷良性循環分析、品牌建立策略等。課程中強調理論與實務並重，堂課中會以問題為導向，以行銷理論結合實務個案來分析思考行銷策略問題，同時學生要有上台報告與隨時接受提問的準備。		
[上課內容]	面對日趨複雜的行銷環境，無論是 B to B 或 B to C 的市場，行銷的規劃形式與行銷組合活動皆產生了相當大的變化，值此之際，新的行銷名詞與觀念不斷地在市場上出現，經營管理者不只愈來愈不容易釐清行銷問題的真相，也經常會掉入銷售惡性競爭的陷阱，因此需要一個能更宏觀、更具系統的行銷架構來幫助他們制訂具市場長期競爭力的行銷策略。相對於以管理程序為主要論述的行銷架構，本課程以交換問題之分析為論述重點，透過分析買者在行銷交換行為時所面對的四大問題，找出行銷問題的癥結，並提供解決這些問題的實務方法，以便順利達成行銷目的。		
[備註]			

351754-001	財務工程數學	3 學分 國貿所	3 小時
[課程目標]	The purpose of this course is to present arbitrage theory and its aplications to pricing problems for financial derivatives. The main mathematical tool used in the course is the theory of stochastic differential equations. The object is to give the students a solid working knowledge of the powerful mathematical tool known as Ito calculus. The mathematics developed will then be applied to arbitrage pricing of financial derivatives.		
[上課內容]	The Black-Scholes options pricing formula provides, for the first time, a theoretical method of fairly pricing a risk-hedging security. If a financial institution offers a derivative security at a price that is higher than fair, it may be underbid. If it offers the security a less than the fair price, it runs the risk of substantial loss. An efficient market is one in which risk-hedging securities are widely available at fair (arbitrage-free) prices. The mathematical theory growing out of the Black-Scholes option pricing formula provides solutions for both the pricing and hedging problems. It thus has enabled the creation of a host of specialized derivative securities. This theory is the subject of this course. This course is designed to give a comprehensive account of the arbitrage theory of financial derivatives in a mathematically precise way. It is orientated towards concrete computations and practical handling of stochastic differential equations in their financial applications as well as in their mathematical context.		
[備註]			

351766-001	全球行銷專題	3 學分 國貿所	3 小時
[課程目標]	Particularly the aims of the course unit are the following:		

i. To develop strategic thinking in global business and marketing.
ii. To examine multidimensional tasks of managerial decision making within a multitude of different environments and cultures.
iii. Develop skills of successfully assessing international market opportunities and formulating international marketing mix.
iv. To enable students to formulate and carry out research assignments relating to global business and marketing strategies.
v. Student will work in a pair to complete the Country Manager Simulation. Some assignments will be completed individually. The Country Manager Simulation provides students with an opportunity to meet course objectives by grappling with real issues of managing a global brand and working in the complex international market environment. It is designed to be an integrative, cooperative, creative team effort

[上課內容] The course unit focuses on strategic aspects of global business and marketing issues, most importantly entry in emerging markets. Extending beyond issues of domestic business and marketing activities, it aims to develop strategic thinking in an international business and marketing context. Managerial issues will be explored using an interactive computer simulation and tools and key methods will be discussed for solving international business and marketing problems.

[備註]

351775-001	行銷管理	3 學分	國貿所	3 小時

[課程目標] Future marketing managers will need a sound grounding in marketing principles and an understanding of the fast-paced, business world in which they will be working. This course is about developing marketing strategy and managing the marketing process. It emphasizes the role of marketing in creating value for customers and focuses on what the prospective manager needs to know. An appreciation and understanding of marketing management is central to virtually every important decision that managers make. Successful creation of value in turn leads to the creation of value for other firm stakeholders, including shareholders and employees.

[上課內容] Marketing involves an exciting social, economic, and psychological process. Decisions concerning goods and services to be offered, their prices, and how they are to be promoted and distributed have a profound impact on the thinking and behavior of individuals, organizations, and societies. Marketing activity is at the core of managing a business; it provides the focus for interfacing with customers and is the source of intelligence about customers, competitors, and the business environment in general. Marketing activities also shape the health of those who provide goods and services.

Marketing management is concerned with the long-term relationships of the firm with its customers as well as short-term sales activity. Marketing has become a major organizational thrust rather than just a task assigned to a single functional department. Successful marketers create and deliver superior value to their customers, meaning the difference between customer perceptions of the benefits to costs for purchasing and using a product or

	service to be greater than that of competitive offerings.
[備註]	

351786-001	財務經濟（一）	3 學分　國貿所　3 小時
[課程目標]	The one-semester course aims to introduce postgraduate level students some well-established finance theories developed by economists. After learning the course, students are expected to know basic knowledge about advanced finance theories, which is extremely useful for their future career in the industry or Ph.D. study related to finance.	
[上課內容]	The course will focus on asset pricing and portfolio choice theories. In particular, the course will cover the following topics: 1. Utility function and risk aversion 2. Portfolio choice problem 3. Stochastic discount factors 4. Concepts of equilibrium and efficiency 5. Mean-variance portfolio optimization 6. Beta pricing models 7. Representative agent in financial economics 8. Asymmetric information	
[備註]	Students should be familiar with undergraduate level microeconomics, calculus, algebra and statistics before taking the course. Also students are required to attend lectures and finish assigned exercises.	

351797-001	國際金融法專題（一）	3 學分　國貿所　3 小時
[課程目標]	專題（一）之目標是讓學生全面性地了解全球金融市場，熟悉各種金融市場實務以及相關管制與監理之發展。 專題（二）之目標則是透過事先擇定之主題的探討，讓學生思考全球金融市場當前所面臨之各種面向的挑戰與相關監理應有之因應。	
[上課內容]	由於本課程之前身為開設給國貿系碩士班選修之「金融市場法規」，故屬於研究所等級課程，惟大三、四同學想要嘗試研討型課程（Seminar）、且願意花時間獨立研究者，歡迎選修此門課程。國際金融法專題（一）與（二）各自擁有獨立主題，故未修專題（一）者，仍可修習專題（二），不影響學分之承認。 原則上，專題（一）偏重金融市場法規環境整體面的介紹；專題（二）則就全球金融市場當前重要之管制監理課題挑選合宜者進行研討，如過去討論過 WTO 之金融服務貿易談判、研析過知名衍生性金融弊端案例、於金融海嘯後也追蹤全球金融監理之改革。	
[備註]		

351806-001	法學方法	3 學分　國貿所　3 小時
[課程目標]	Moreover, this course provides students chances for hands-on exercises and practices of legal writing and research, the critical academic skills for the preparation and completion of master thesis. Therefore, this course aims to: (1) equip students with basic understandings of different legal methods that have	

emerged in international legal scholarship;

(2) foster the ability to analyze relevant WTO cases through the lenses of different legal theories or methodologies;

(3) familiarize students with basic structure of legal writing, skills of legal research and writing, and the knowledge of legal citations.

[上課內容] This course focuses on examining different legal methods that have been developed in the international legal society, such as law and economics, critical legal studies, and constitutionalism, etc. With basic understandings of these legal methodologies, students are expected to analyze relevant cases adjudicated under the World Trade Organization (WTO) from both a theoretical and practical perspective.

Unlike general legal method courses offered by law schools, this course is especially designed for graduate students of the Department of International Business with the aim to equip them the necessary analytical tool for further study of international economic law. Therefore, this course places more emphases on the legal research and analysis of international economic law (especially the WTO regime) than those on general legal reasoning and interpretation methodologies covered by ordinary legal method courses.

[備註]

351907-001	計量經濟學（一）	3 學分	國貿所	3 小時

[課程目標]

[上課內容]

1. The Simple Regression Model
2. Multiple Regression Analysis: Estimation
3. Multiple Regression Analysis: Inference
4. Multiple Regression Analysis: OLS Asymptotics
5. Multiple Regression Analysis: Further Issues
6. Heteroskedasticity
7. More on Specification and Data Problems
8. Basic Regression Analysis with Time Series Data
9. Serial Correlation and Heteroskedasticity in Time Series Regressions
10. Instrumental Variables Estimation and Two Stage Least Squares
11. Carrying Out an Empirical Project

[備註]

351913-001	國際貿易法專題(一)	3 學分	國貿所	3 小時

[課程目標] Trade and investment issues are related and sometimes inseparable, i.e. in terms of trade in services. The researches on international investment laws are blooming, as the numbers of the international investment agreements increase explosively in the last three decades. The international investment agreements (IIAs) are designed to protect foreign investors from governmental intervention of host states. There is no consistent and uniform legal framework for international investment issues, because most of the IIAs are concluded bilaterally.

The purposes of this course are as follows:

	1. Students will be equipped with the knowledge to the principles and critical topics in international law. 2. Students will be able to analyze advance legal issues and the cases in international investment disputes. Student will obtain the ability to draft, design or negotiate the IIA.
[上課內容]	The course will cover the substantial aspects of international protection for foreign investors as well as the procedural issues concerning international investment disputes. In addition the course include the overlaps between protection for foreign investors and other public goods, such as environmental protection, public health, labors etc. The material will involve basic principles and concepts of international law, leading bilateral investment agreements, multilateral investment agreements, inter alia NAFTA, Energy Charter Treaty (ECT), investor-to-state dispute settlement (ISDS), and the investment agreements of Taiwan.
[備註]	

351916-001	國際經濟法(一)	3 學分	國貿所	3 小時
[課程目標]	國際經濟法所包含的範圍相當廣泛，若將國際經濟法定位為國際公法的分支，舉凡涉及國與國之間、各類經濟活動的管制均可稱為國際經濟法。傳統上，國際經濟法係主要以所謂的 Bretton Woods 體系與組織為主──亦即是三大重要國際經濟組織：國際貨幣基金會（IMF)、世界銀行（WB)、世界貿易組織（WTO）下所建構出的法制體系，此亦為本課程的主軸，希望藉此瞭解國際經濟組織如何影響國家的經濟與貿易政策之制訂。本門課程將以三分之一的週數，介紹以 IMF 以及 WB 為中心所發展出之國際貨幣法制與國際發展法制，其餘之三分二週數，則將透過案例法學習的方式，深入瞭解由 WTO 所建構出的國際貿易法（公法），藉此引導法組同學對此一領域培養更深入之專業素養。			
[上課內容]	傳統上，國際經濟法係主要以所謂的 Bretton Woods 體系與組織為主──亦即是三大重要國際經濟組織：國際貨幣基金會（IMF）、世界銀行（WB）、世界貿易組織（WTO）下所建構出的法制體系，此亦為本課程的主軸，希望藉此瞭解國際經濟組織如何影響國家的經濟與貿易政策之制訂。			
[備註]				

351948-001	個體經濟理論（一）	3 學分	國貿所	3 小時
[課程目標]	This course will equip you the analytical tools that are widely employed in many fields of economics. You will find them useful in future study and research.			
[上課內容]	This course will expose you the essential features of the contemporary microeconomic theory. As this is a one-semester course, I will confine the discussion to the core materials. However, for a theory course like this, some mathematical proofs are inevitable. A good understanding of calculus and intermediate microeconomics is a prerequisite for taking this course.			
[備註]				

351031-011	國際金融	3 學分	國貿所	3 小時

[課程目標]	This module introduces analytical tools for theoretical (and empirical models) of foreign exchange markets and international macroeconomics. The first half part focuses on the balance of payments and exchange rate determination. This will provide a comprehensive overview of traditional international finance theories to help us understand better how the exchange rate is determined-what are the key factors and mechanism in the exchange rate determination. This will be accompanied by the introduction of the international monetary system, balance of payments and the financial crisis which may lead to the collapse of the exchange rate system. The second half part will introduce microfoundation to the macroeconomic studies of international finance-the so-call dynamic stochastic general equilibrium (DSGE) model which has been prevalently used for the study of international macroeconomic issues including exchange rate determination, exchange rate regime, international business cycles and so on. This course is designed for graduate students. Prerequisites are intermediate levels of microeconomics, macroeconomics, statistics, mathematical economics, or equivalent.
[上課內容]	1. Overview and Introduction 2. Balance of Payments Theory I 3. Balance of Payments Theory II 4. Exchange Rate Determination Theory I 5. Exchange Rate Determination Theory II 6. Exchange Rate Determination Theory III 7. International Financial & Currency Crisis I 8. International Financial & Currency Crisis II I. Overview II. Real models: a. Intertemporal approach to current account: OR ch1 b. Dynamics of the current account: OR ch2 c. Uncertainty and international financial market: OR ch5 III. Exchange rate determination a. Real exchange rate and the purchasing power parity puzzle: OR ch4 b. Nominal exchange rate determination: OR ch8, ch9 IV. New open economy macroeconomics: OR ch10
[備註]	

351906-001	計量經濟學（二）	3 學分	國貿所	3 小時
[課程目標]	The course is essentially a survey of econometrics. It will particularly emphasize on econoemtric model of nonlinear flavor. Many nonlinear models have gained increasingly popularity recently. Some basic statistical properties of linear model can also be easily generalized to the nonlinear contexts. Topics to be covered include: analysis of variance and covariance, error component models, discrete choice models, discrete regression, censored and truncated regression models with selectivity, and duration models. In general, these models are found useful in applied mircoeconomic, business and finance literature. Some their applications are also seen in recent macroeconomics literature.			

[上課內容]	1. Review of basic econometrics 2. Some asymptotic ideas 3. Review of estimation principles: LS, MLE, and Method of Moments 4. Numerical aspect of the estimation 5. Specification tests: linearity vs. nonlinearity 6. Non-constancy of the error variance: testing and estimation for heteroskedasticity 7. Panel models: fixed effects and random effects 8. Qualitative variables: discrete choice models 9. Limited dependent variables: truncated and censored regression with selectivity 10. Duration models 11. Bootstrap and applications 12. Some extensions
[備註]	

351029-011	國際行銷管理	3 學分	國貿所	3 小時
[課程目標]	This course provides an overview of international marketing management in the modern enterprise. Specific objectives include: 1. To reflect both the theory and the application of international marketing; 2. To develop skills in analyzing international market opportunities and other environmental factors;			
[上課內容]	To achieve the course objectives, course activity will consist of: 1. A weekly lecture discussing key ideas in international marketing management. 2. Case study classes to discuss practical issues in international marketing.			
[備註]				

351946-001	總體經濟理論（一）	3 學分	國貿所	3 小時
[課程目標]	This course is an advanced course in macroeconomic theory for master students. We discuss various economic models that focus on the determinants of long-run growth and the behavior of aggregate macro variables such as output, consumption, unemployment, and investment. The course has a special focus on the dynamic nature of the economy based on intertemporal choices of economic agents. The topics include a review of standard Keynesian model, consumption, growth theory from Solow to Ramsey model, investment, unemployment, and monetary policy. This course is designed for master students in business school.			
[上課內容]	1. Growth Theory Solow growth model, Ramsey model , OLG model, and Endogenous growth theory 2. Introduction to Dynamic Programming Numerical example of dynamic programming, Applications of dynamic programming in consumption 1 (Equity premium puzzle, Random walk hypothesis, and Durables) 3. New Keynesian Model and Monetary Policy Review of IS-LM and AD-AS models, Classical monetary model, Basic New Keynesian Model, and Implication for monetary policy			

[備註]

351801-001	產業經濟(一)	3 學分	國貿所	3 小時

[課程目標] The goal of this course is to equip students with knowledge of modern industrial organization. Industrial organization is a branch of economics that is concerned with the study of imperfect competition.

We will build the analysis on game-theoretical models, and derive empirically testable propositions. Apart from the competitive strategies of the firms, antitrust policy implications will also be addressed.

[上課內容]
1. Re-cap of microeconomics.
2. Market structure and market power.
3. Monopoly power in theory and practice.
4. Oligopoly and strategic interaction.
5. Anticompetitive strategies.
6. Contractual relations between firms.
7. Nonprice competition

[備註]

351725-001	國際金融專題	3 學分	國貿所	3 小時

[課程目標] This is the second part of the International Finance subject. This subject is designed to equip students with pioneering theoretical frameworks, which will then allow them to develop bases for discussing and answering critical questions in International Finance.

[上課內容]
1. Orientation & Introduction Foreign Exchange Rates Data
2. Stylized Facts of FX Trading
3. Global Imbalances
4. Current Account Sustainability
5. A Theory of Current Account Determination
6. Current Account Determination in a Production Economy
7. Uncertainty and the Current Account
8. External Adjustment in Small and Large Economies
9. Twin Deficits: Fiscal Deficits and Current Account Imbalances
10. International Capital Market Integration
11. The Law of One Price, Purchasing Power Parity, and Real Exchange Rate
12. The Macroeconomics of External Debt
13. Monetary Policy and Nominal Exchange Rates

[備註]

351724-001	貿易與投資專題	3 學分	國貿所	3 小時

[課程目標] The course continues international trade theory. It is divided into two parts. The first part introduces the normative theory of trade. We analyze the optimal trade policy when the government has different objective functions and under various market structures. We also consider the strategic interactions of home and foreign governments and examine the economic principle of GATT and WTO. The second part considers some advanced topics of positive trade theory including the decisions of export, foreign direct investment and structure of multinational firms.

[上課內容] 1. The standard trade model.
2. Instrument of trade policy and the optimal trade policy under small open economy.
3. The optimal trade policy of a large open economy.
4. The strategic interaction of governments.
5. The economic principle of GATT and WTO.
6. The optimal trade policy under imperfect competition.
7. The political economy of trade policy.
8. The heterogeneous firms, FDI and structure of multinational firms.

[備註]

351731-001	國際經濟專題研究(一)	3 學分	國貿所	3 小時

[課程目標] This subject is designed for the Master's students. The aim is to help you develop essential skills and techniques for carrying out a research project successfully. You will acquire these skills through learning by doing. In other words, you will have to write a research paper on a topic chosen and researched by yourself or with a partner during the semester. Since an original paper is generally more difficult, and less feasible to come by for a semester's coursework, it will not be required. As an alternative, a duplication of existing research results from published papers with a different dataset will be allowed subject to the approval of and in consultation with the instructors. However, students are still required to write up their own research reports. In other words, copying and pasting sentences from others' papers are strictly forbidden. Toward the end of the semester, you are also required to present your research to the class.

[上課內容] Research involves the following steps: finding a topic, reviewing the literature, developing a research strategy, accessing appropriate data (if the project has an empirical dimension), writing a first draft, and then revising the draft and preparing the final research paper. Within these parameters, you have considerable flexibility to follow your interests and take your own approach.

[備註]

351950-001	投資與資產組合	3 學分	國貿所	3 小時

[課程目標] In the one-semester course, we will discuss important topics in the fields of investment science and portfolio management, which involves with financial markets, portfolio choices and asset pricing theories in Finance.

[上課內容]
1. Investment and financial market
2. Introduction to measures for risks and returns
3. Capital allocation, utility functions and risk preferences
4. Portfolio choice problems
5. Mean-variance portfolio optimization
6. Portfolio optimization: Some advanced topics (articles)

7. The CAPM, factor models and their application
8. Fixed income securities
9. Equities
10. Derivatives

[備註]

351736-001	衍生性金融商品	3 學分	國貿所	3 小時

[課程目標] Financial derivatives have been more important both in theoretical modeling and empirical practice in finance. Many types of derivatives are introduced by the financial institutions and serve as good hedging instruments in their portfolios. This course introduces the modeling and trading strategies of these complex derivatives, focusing on forwards, futures, options, and swaps. Risk control and management can't be overwhelming in the practice of trading derivatives. Learning about the derivatives market from both a risk management and a trading perspective is emphasized in this course. Upon completion of the course students should have a good grasp of the theoretical models and the practical uses of derivatives.

[上課內容]

1. Introduction Hull
2. Forwards and futures
   Hedging strategies using futures
   Determination of forward and futures prices
3. Options
   Options
   Properties of stock options
   Trading strategies involving options
   Binominal trees
   The Black-Sholes-Merton model
   Options on stock indices and currencies
4. Swaps
5. Interest rate derivatives
   Interest rate futures
   Interest rate derivatives: The standard models
   Interest rate derivatives: models of the short rate
   Interest rate derivatives: HJM and LMM
6. Volatility models and Value-at-risk
7. Real Options

[備註]

351792-001	固定收益證券：分析與創新	3 學分	國貿所	3 小時

[課程目標] The aim of this course is to provide you with an introduction to the valuation of fixed income securities and the management of fixed income investment portfolios.

[上課內容] In their simplest form, fixed income securities are characterized by pre-determined cash-flows that occur at fixed points in time, thus the term "fixed income". Coupon bonds

	are the most widely recognized fixed income securities. We will start with the basics of bond pricing - the relationship between the price of a bond, measures of return on the bond and measures of risk. Next, we will discuss the various sectors of the bond market, the types of securities traded and the risks involved in each sector. The typical fixed income security can be thought of as a portfolio of a simple fixed coupon bond and interest rate derivatives. The tools for the valuation of bonds, fixed income derivatives and credit derivatives will be the focus of the third segment of the course. With the building blocks in place, we will discuss portfolio management strategies and risk management. Bond derivatives are studied extensively.
[備註]	

351785-001	財務經濟（二）	3 學分	國貿所	3 小時
[課程目標]	This course introduces a currently active research area in financial economics: the Market Microstructure. In the first half of this semester I will discuss the characteristics of different trading mechanisms in financial markets worldwide. Following this general discussion several theoretical models that describe the price formation process and the traders' behaviour are reviewed. The review focuses on the story side of these models rather than their technical aspect while some important results are still derived to strengthen students' understanding of models' implications. Students who finally decide to take this course will be required to present numerous empirical papers in the second half of this semester. At the end of the semester they are also required to submit a research report about 15 to 20 pages on the topics related to market microstructure or high-frequency data. This report will be due before the end of September.			
[上課內容]	1. Course Introduction and An Overview of the Microstructure of Securities 2. Markets:I 3. An Overview of the Microstructure of Securities Markets:I 4. An Overview of the Microstructure of Securities Markets:II 5. Markets and Market Making 6. Inventory Models: I 7. Inventory Models: II 8. Information-Based Models: I 9. Information-Based Models: II 10. Empirical Studies of Market Microstructure: An Overview			
[備註]				

351868-001	國際投資專題研究	3 學分	國貿所	3 小時
[課程目標]	The course aims to discuss some advanced topics on investment science and finance. We will focus on what insights can be obtained from academic research and how to apply them in real world. Students should notice that the course is not about how to derive mathematical models or compute complex functions.			
[上課內容]	The course will be largely based on conversations rather than lectures or slides. Students are			

	required to participate in classroom discussions and present their works. Main materials for the classroom discussions will come from the following two books: 1. Andrew Ang (2014): “Asset Management: A Systematic Approach to Factor Investing”, Oxford University Press. 2. Lasse H. Pedersen (2015): “Efficiently Inefficient: How Smart Money Invests & Market Prices Are Determined”, Princeton University Press. Students are required to read selected chapters in the two books and present what they learn from them. The two books are academic monographs and they are not like traditional text-books used in finance. Many chapters in the two books feature either real examples of investments or how successful investors think about investments. Of course, the authors link these to academic research of finance and give detailed explanations on how the academic research findings can become useful tools on making investment decisions in real world.
[備註]	1. Students are required to participate in class room discussions and present their works (see course description). 2. Before taking the course, students had better to be familiar with some undergraduate and postgraduate levels of finance and economics courses, such as investment and portfolio management, financial economics or macroeconomics.

351880-001	行銷研究	3 學分	國貿所	3 小時
[課程目標]	(一) 瞭解行銷研究設計 (二) 瞭解行銷研究資料分析 (三) 瞭解行銷研究與行銷的關係 (四) 實際從事新產品行銷研究與行銷發展計畫			
[上課內容]	1. Introduction 2. Overview & Research Project initiation 3. Concept development and Secondary Data Source collection 4. Survey-Interviewing Methods and Habits and Practices Study 5. Individual Group Preparation 6. Methods of Concept Development and Test 7. Experimental Methods 8. Concept test questionnaire and analysis method (I),(II) 9. Product Test & Tracking Study 10. SPSS software introduction Data Analysis (1): basic statistics test (t-test, correlation, regression, ANOVA) 11. Data Analysis(2)- Factor analysis and other multivariate data analysis 12. Data analysis presentation and discussion			
[備註]				

351881-011	國際企業經營策略	3 學分	國貿所	3 小時
[課程目標]	The course focuses on the various issues important to the operations of the firm in the			

	international context. It also provides some theoretical backgrounds for graduate students who work on a master thesis in (international business) strategy.
[上課內容]	1. What is strategy? How to measure firm performance? What determines performance difference among firms? 2. Industry analysis 3. Global industry 4. Resource-based view 5. Strategies for competing in global industries 6. Coordinating and controlling international operations - Strategic control within a multinational firm - Headquarters-subsidiary relationships 7. Multinational subsidiary evolution 8. Knowledge management in MNEs 9. Strategies for competing in emerging Economies
[備註]	

351761-001	國際企業專題	3 學分	國貿所	3 小時
[課程目標]	透過書報閱讀讓同學吸取相關組織理論與管理議題的知識。 透過書報討論訓練同學抽象思考與表達自我意見的能力。 透過商業企劃讓同學實際運用管理知識到實際企業活動上。			
[上課內容]	(一) 瞭解企業或個人在不同制度限制如何做出回應 (二) 瞭解企業或個人如何透過框架(framing)獲取資源。 (三) 瞭解企業如何回應社會議題 (四) 撰寫商業企劃案			
[備註]				

351730-001	WTO 專題研究:爭端解決	3 學分	國貿所	3 小時
[課程目標]	The dispute settlement system in the WTO has played a crucial role in solving international trade disputes among WTO Members at the multilateral level. The purpose of this course is to familiarize students with the unique WTO mechanism that underscores the rule-based approach for the solution of trade disputes among WTO Members.			
[上課內容]	This course analyzes how WTO Members use such multilateral dispute settlement system in settling trade disputes based on substantive trade rules agreed upon such as the General Agreement on Tariffs and Trade (GATT) or the General Agreement on Trade in Services (GATS). Instead of examining substantive international trade rules, this course focuses on addressing various aspects of procedural issues in the WTO dispute settlement at different stages of consultation, adjudication and implementation. Topics include process and players of WTO dispute settlement, legal basis and types of WTO Complaints, jurisdiction, sources of law and Treaty Interpretation, and remedies (including compensation and trade retaliation).			

[備註]

351780-001	專案研究(一)(二)(三)(四)	2 學分	國貿所	2 小時

[課程目標] This is a compulsory course for graduate students of the Department of International Business who have major in the International Trade Law. It has four different course numbers: (I), (II), (III) and (IV). However, it is not required to take them in a sequential order. Nevertheless, for graduate students enrolled after 2009, it is required to take at least three of them before applying for oral defense of their master thesis.

This course is to develop students' ability of independent research on the most current issues of international trade law. The topics for research and writing exercises will be determined weekly, based on the most current trade and economic issues selected by the students and approved by the instructor. All research papers are required to have publishable-quality, and after the instructor's review, to be published on the bi-weekly Trade Law E-Newsletter of the Research Center for International Organization and Trade Law.

[上課內容] The course has its focus on independent research. The intensive research and writing exercises are designed to facilitate students to start their search for thesis topics as early as possible, and on the other hand, improve their research and writing ability. Both ways contribute to the quality of their thesis. Because the students are required to submit weekly a research topic on current issues to the instructor for approval, it also helps students to make a habit of continuously exploring issues of international trade law and build up the capacity to complete a research in a timely manner under time pressure.

[備註]

博士班

351033-001	學術倫理(必)	0 學分	商院博士	1 小時

[課程目標] 課程期透過企業倫理概念與學術倫理準則之學習，培養具備價值推演與判斷能力，重視企業倫理精神與研究道德原則的學術人才。使博士研究生日後進入商管教育界，能導入專業領域倫理思維，強化教學內容的企業倫理元素，秉持學術倫理從事研究工作。

[上課內容] 本課程內容涵蓋兩大面向：企業倫理與學術倫理。企業倫理面向包含哲學進路的倫理辯證訓練、倫理學理論介紹、企業倫理案例分析與討論、以及永續價值排序活動；學術倫理面向則包括學術論文撰寫與引述引用準則、人文社會科學研究倫理審查原則與流程，以及科技部計畫之申請與規範等。

[備註]

351011-001 351012-001 351013-001 351022-001	國際商學專題研討(一)(二)(三)(四)	2 學分	貿博	3 小時

[課程目標]	此課程目的在於提供一個學術交流平台。一方面，此課程將邀請專家學者進行專題演講，讓系上師生有機會接觸國際商學領域的最新研究方向與成果，並與此領域之傑出研究者進行交流。另一方面，此課程將要求研究生上台公開發表自己之研究計畫與進度，藉由師生課堂上之討論，以提升研究生之研究能力，並培養其口頭表達之技巧與能力。
[上課內容]	(一) 專家學者專題演講 (二) 研究生研究計畫與進度報告
[備註]	

351864-00-1	國際企業理論	3 學分	貿博	3 小時

[課程目標]

The intention of the course is not to familiarize students with the current literature on international business or international management, but rather to lay them a solid theoretical foundation for academic research in international business.

[上課內容]

1. This course will survey economic theories of the multinational enterprise (MNE).
The theory and empirical evidence on the strategies to enter foreign markets, such as foreign direct investment (FDI), joint ventures, and licensing will be discussed. New developments in the area of international business will also be covered. Course requirements are attendance, participation, in-class presentations, and a term paper.
2. This is a discussion-oriented course. Students' well-prepared presentation of materials and active participation in class discussions are essential to the learning in and success of this course. The instructor will assign papers to students to present in each session. The responsibilities of the presenter are:
(1) Summarizing and criticize the papers;
(2) Raising research questions from the papers;
(3) Preparing a copy of the summary for each classmate; and
(4) Managing the presentation in 50 minutes.
Please remember that each student should read the papers even though he/she may not be in charge of presenting the papers. The instructor may test the degree of preparation infrequently.
3. A high quality term paper, reflecting the insights from the readings, is expected from the students. The earlier a student discusses with the instructor and determines the topic of the paper, the earlier he/she can get the paper done. The instructor will provide or suggest other references to students as needed. Two weeks after the last day of the class is the due date for the paper.
4. In this semester, we will meet 17 times. The instructor will lecture in the first meeting.
Each meeting is scheduled to discuss about two to three relevant papers.
5. A lot of papers are closely related to this seminar. However, time constraint and the emerging of new thoughts/ideas make it impossible to discuss all of them. As a doctoral student, you are self-motivated to read those papers which you think are relevant. In the reading list, "parentheses" indicate the papers not in the volume of collection but are

recommended to read.

[備註]

351754-001	財務工程數學	3 學分	國貿所	3 小時

[課程目標] The purpose of this course is to present arbitrage theory and its aplications to pricing problems for financial derivatives. The main mathematical tool used in the course is the theory of stochastic differential equations. The object is to give the students a solid working knowledge of the powerful mathematical tool known as Ito calculus. The mathematics developed will then be applied to arbitrage pricing of financial derivatives.

[上課內容] The Black-Scholes options pricing formula provides, for the first time, a theoretical method of fairly pricing a risk-hedging security. If a financial institution offers a derivative security at a price that is higher than fair, it may be underbid. If it offers the security a less than the fair price, it runs the risk of substantial loss. An efficient market is one in which risk-hedging securities are widely available at fair (arbitrage-free) prices. The mathematical theory growing out of the Black-Scholes option pricing formula provides solutions for both the pricing and hedging problems. It thus has enabled the creation of a host of specialized derivative securities. This theory is the subject of this course. This course is designed to give a comprehensive account of the arbitrage theory of financial derivatives in a mathematically precise way. It is orientated towards concrete computations and practical handling of stochastic differential equations in their financial applications as well as in their mathematical context.

[備註]

351907-001	計量經濟學（一）	3 學分	國貿所	3 小時

[課程目標]

[上課內容]

1. The Simple Regression Model
2. Multiple Regression Analysis: Estimation
3. Multiple Regression Analysis: Inference
4. Multiple Regression Analysis: OLS Asymptotics
5. Multiple Regression Analysis: Further Issues
6. Heteroskedasticity
7. More on Specification and Data Problems
8. Basic Regression Analysis with Time Series Data
9. Serial Correlation and Heteroskedasticity in Time Series Regressions
10. Instrumental Variables Estimation and Two Stage Least Squares
11. Carrying Out an Empirical Project

[備註]

351948-001	個體經濟理論（一）	3 學分	國貿所	3 小時

[課程目標] This course will equip you the analytical tools that are widely employed in many fields of economics. You will find them useful in future study and research.

[上課內容] This course will expose you the essential features of the contemporary microeconomic theory. As this is a one-semester course, I will confine the discussion to the core materials. However, for a theory course like this, some mathematical proofs are inevitable. A good understanding of calculus and intermediate microeconomics is a prerequisite for taking this course.

[備註]

351906-001	計量經濟學（二）	3 學分	國貿所	3 小時

[課程目標] The course is essentially a survey of econometrics. It will particularly emphasize on econoemtric model of nonlinear flavor. Many nonlinear models have gained increasingly popularity recently. Some basic statistical properties of linear model can also be easily generalized to the nonlinear contexts. Topics to be covered include: analysis of variance and covariance, error component models, discrete choice models, discrete regression, censored and truncated regression models with selectivity, and duration models. In general, these models are found useful in applied mircoeconomic, business and finance literature. Some their applications are also seen in recent macroeconomics literature.

[上課內容]

1. Review of basic econometrics
2. Some asymptotic ideas
3. Review of estimation principles: LS, MLE, and Method of Moments
4. Numerical aspect of the estimation
5. Specification tests: linearity vs. nonlinearity
6. Non-constancy of the error variance: testing and estimation for heteroskedasticity
7. Panel models: fixed effects and random effects
8. Qualitative variables: discrete choice models
9. Limited dependent variables: truncated and censored regression with selectivity
10. Duration models
11. Bootstrap and applications
12. Some extensions

[備註]

351801-001	產業經濟(一)	3 學分	國貿所	3 小時

[課程目標]	The goal of this course is to equip students with knowledge of modern industrial organization. Industrial organization is a branch of economics that is concerned with the study of imperfect competition. We will build the analysis on game-theoretical models, and derive empirically testable propositions. Apart from the competitive strategies of the firms, antitrust policy implications will also be addressed.
[上課內容]	1. Re-cap of microeconomics. 2. Market structure and market power. 3. Monopoly power in theory and practice. 4. Oligopoly and strategic interaction. 5. Anticompetitive strategies. 6. Contractual relations between firms. 7. Nonprice competition
[備註]	

351785-001	財務經濟（二）	3學分	國貿所	3小時
[課程目標]	This course introduces a currently active research area in financial economics: the Market Microstructure. In the first half of this semester I will discuss the characteristics of different trading mechanisms in financial markets worldwide. Following this general discussion several theoretical models that describe the price formation process and the traders’ behaviour are reviewed. The review focuses on the story side of these models rather than their technical aspect while some important results are still derived to strengthen students’ understanding of models’ implications. Students who finally decide to take this course will be required to present numerous empirical papers in the second half of this semester. At the end of the semester they are also required to submit a research report about 15 to 20 pages on the topics related to market microstructure or high-frequency data. This report will be due before the end of September.			
[上課內容]	1. Course Introduction and An Overview of the Microstructure of Securities 2. Markets:I 3. An Overview of the Microstructure of Securities Markets:I 4. An Overview of the Microstructure of Securities Markets:II 5. Markets and Market Making 6. Inventory Models: I 7. Inventory Models: II 8. Information-Based Models: I 9. Information-Based Models: II 10. Empirical Studies of Market Microstructure: An Overview			
[備註]				

351780-001	專案研究(一)(二)(三)(四)	2 學分	國貿所	2 小時

[課程目標] The course has its focus on independent research. The intensive research and writing exercises are designed to facilitate students to start their search for thesis topics as early as possible, and on the other hand, improve their research and writing ability. Both ways contribute to the quality of their thesis. Because the students are required to submit a research topic on current issues to the instructor for approval weekly, it also helps students to make a habit of continuously exploring issues of international trade law and build up the capacity to complete a research in a timely manner under time pressure.

Learning Outcomes

1. Learning to apply multilateral trade rules to current international trade issues, esp. SPS, TBT, and service trade, etc.
2. Mastering the interpretation of WTO rules
3. Analyzing new WTO dispute settlement cases by applying its jurisprudence.
4. Learning RTAs issues
5. Following emerging economic and trade issues, such as climate change, TiSA negotiation, Doha negotiation, Post-Trump Trade, etc.

[上課內容] This is a compulsory course for graduate students of the Department of International Business who have major in the International Trade Law. It has four different course numbers: (I), (II), (III) and (IV). However, it is not required to take them in a sequential order. Nevertheless, for graduate students enrolled after 2009, it is required to take at least three of them before applying for oral defense of their master thesis.

This course is to develop students' ability of independent research on the most current issues of international trade law. The topics for research and writing exercises will be determined weekly, based on the most current trade and economic issues selected by the students and approved by the instructor. All research papers are required to have publishable-quality, and after the instructor's review, to be published on the bi-weekly Trade Law E-Newsletter of the Research Center for International Organization and Trade Law.

[備註]

肆、課程檢核表

一、國貿系學士班課程檢核表

國立政治大學商學院

國際經營與貿易學系學士班課程檢核表

(畢業學分數 128 學分)

系級:________________ 學號:____________________ 姓名:___________________

通識課程(28~32 學分)				群修課程(9 學分)			
課程名稱	學分數	成績	實得學分	課程名稱	學分數	成績	實得學分
語文通識				貿易與投資專題	3		
中國語文	3~6			國際經貿法專題	3		
外國語文	6			國際企業管理	3		
一般通識				國際行銷管理	3		
人文學	3~9			國際財務管理	3		
社會科學	3~9			國際金融專題	3		
自然科學	4~9			**群修課程學分數合計**			
書院通識	0~6						
通識課程學分數合計				**選修課程(39~43 學分)**			
				課程名稱	**學分數**	**成績**	**實得學分**
必修課程(48 學分)							
課程名稱	**學分數**	**成績**	**實得學分**				
初級會計學（一）	3						
初級會計學（二）	3						
經濟學	6						
微積分	6						
商事法	3						
國際經貿法	3						
統計學	6						
國際貿易經營管理	3						
管理學	3						
財務管理	3						
行銷管理	3						
社會責任與倫理	1						
國貿理論與政策	3						
國際金融	3						
必修課程學分數合計				**選修課程學分數合計**			

畢業實得學分 ________ **學分**

國立政治大學國際經營與貿易學系學士班修業規劃表

系級：＿＿＿＿＿＿　　學號：＿＿＿＿＿＿　　姓名：＿＿＿＿＿＿＿

一年級

課程名稱	上課時間	學分數	必/群/選修	備註
學分數合計				

二年級

課程名稱	上課時間	學分數	必/群/選修	備註
學分數合計				

三年級

課程名稱	上課時間	學分數	必/群/選修	備註

學分數合計				

四年級

課程名稱	上課時間	學分數	必/群/選修	備註
學分數合計				

二、國貿系碩士班課程檢核表

政大國貿系碩士班研究生畢業學分審核表

<table>
<tr><td colspan="2">學號</td><td colspan="2"></td><td>姓名</td><td></td><td>e-mail</td><td colspan="2"></td></tr>
<tr><td colspan="2">主修領域</td><td colspan="4"></td><td>英檢
資格</td><td colspan="2">(系統直接匯入審查結果)</td></tr>
<tr><td rowspan="7">已
修
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課
程</td><td rowspan="2">必群修課程</td><td colspan="2">主修課程(本系開課)</td><td colspan="2">非主修領域修習之課程
(本系開課)</td><td colspan="3">外系選修課程</td></tr>
<tr><td>課程名稱</td><td>授課教師</td><td>課程名稱</td><td>授課教師</td><td colspan="2">課程名稱</td><td>開課單位</td></tr>
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<tr><td>5.</td><td>5.</td><td></td><td>5.</td><td></td><td colspan="2">5.</td><td></td></tr>
<tr><td rowspan="2">口試
學期
修習
課程</td><td>1.</td><td>1.</td><td></td><td>1.</td><td></td><td colspan="2">1.</td><td></td></tr>
<tr><td>2.</td><td>2.</td><td></td><td>2.</td><td></td><td colspan="2">2.</td><td></td></tr>
<tr><td colspan="2">論文題目</td><td colspan="2"></td><td colspan="2">已修畢學分數</td><td colspan="3"></td></tr>
<tr><td colspan="2">擬定口試日期</td><td>請寫月份即可
(例如:6 月或 7 月)</td><td>指導教授簽名</td><td></td><td>系辦審核
結果</td><td colspan="3">☐ 符合本系修業規定
☐ 不符合本修業系規定</td></tr>
</table>

註： 1. 修習課程請填寫課程全名(與成績單同)，以便於系辦核對。

國立政治大學國際經營與貿易學系碩士班修業計畫與進度表

105.06.15 系務會議修訂

學號__________ 姓 名__________ 手機___________ 日期

學期	必群修課程	主 修 課 程 (本系開課)	非主修課程 (本系開課)	其他課程(含外系課程)		英檢
				課程名稱	開課單位	
一上						
一下						

以下表格二年級生填寫

二上						☐是 ☐否
二下 (擬修						☐是 ☐否
合計	________科	__________科	__________科	___________科		

主修	______________組
自行	畢業要求 群修：____學分 主修：____學分 選修：____學分
檢核	已修學分 群修：____學分 主修：____學分 選修：____學分

註：

1. 請同學於每學期加退選前與召集人/指導教授諮詢選課相關問題後繳交修業計畫與進度表至系辦。
2. 老師僅提供諮詢服務，同學需查核國貿系修業辦法相關規定，自行負責確認修業計畫內容是否符合畢業要求。
3. 修習課程請填寫課程全名（與成績單相同），以便於系辦核對。
4. 碩士班學生至少須修習三十六學分。
5. 共同群修課為六選三的群修課，包含：國際貿易與投資、國際金融、國際財務管理、國際企業策略與管理、國際行銷管理、國際經貿法。
6. 每一主修領域至少必須修畢五門以上相關之碩士班課程（依照各組規定）。
7. 學生除了符合主修領域的要求之外，其餘學分可在本系或他系選修，每學期修課至多 16 學分，每學期至少 3 學分本系課程。
8. 本表 105 學年度第一學期起實施。

三、國貿系博士班課程檢核表

政大國貿系博士班研究生畢業學分審核表(畢業學分 24 學分)

<table>
<tr><td>學號</td><td colspan="2"></td><td>姓名</td><td></td><td>e-mail</td><td colspan="2"></td></tr>
<tr><td colspan="2">主修領域</td><td colspan="3"></td><td>英檢資格</td><td colspan="2"></td></tr>
<tr><td rowspan="9">已修畢課程</td><td colspan="3">必修課程</td><td colspan="4">選修課程</td></tr>
<tr><td colspan="2">課程名稱</td><td>學分數</td><td>課程名稱</td><td>開課單位</td><td>授課教師</td><td>學分數</td></tr>
<tr><td colspan="2">1 學術倫理(必)</td><td></td><td>1</td><td></td><td></td><td></td></tr>
<tr><td colspan="2">2 國際商學專題研討(一)</td><td></td><td>2</td><td></td><td></td><td></td></tr>
<tr><td colspan="2">3 國際商學專題研討(二)</td><td></td><td>3</td><td></td><td></td><td></td></tr>
<tr><td colspan="2">4 國際商學專題研討(三)</td><td></td><td>4</td><td></td><td></td><td></td></tr>
<tr><td colspan="2">5 國際商學專題研討(四)</td><td></td><td>5</td><td></td><td></td><td></td></tr>
<tr><td colspan="2"></td><td></td><td>6</td><td></td><td></td><td></td></tr>
<tr><td colspan="2"></td><td></td><td>7</td><td></td><td></td><td></td></tr>
<tr><td colspan="2">論文題目</td><td colspan="4"></td><td>已修畢學分數</td><td></td></tr>
</table>

國立政治大學國際經營與貿易學系博士班修業計畫與進度表

(一)一般資料

(A)基本資料

姓名		學號		出生日期	年　月　日
通訊地址	現在:□□□ 永久:□□□				
電話		手機		E-mail	

(B)學術背景資料

畢　業　學　校　系　所	
碩　士　論　文　名　稱	

(二)修課狀況

一年級上學期修課

(1)________________ 主任:
(2)________________
(3)________________
(4)________________ 導師:
(5)________________

一年級下學期修課

(1)________________ 主任:
(2)________________
(3)________________
(4)________________ 導師:
(5)________________

二年級上學期修課

(1)________________ 主任:
(2)________________
(3)________________
(4)________________ 導師:
(5)________________

二年級下學期修課

(1)________________ 主任:
(2)________________
(3)________________
(4)________________ 導師:
(5)________________

未來可能選讀之領域

第一選擇:

第二選擇:

論文題目:

指導教授:

三年級上學期修課

(1)______________________ 主任:

(2)______________________

(3)______________________

(4)______________________ 指導教授:

(5)______________________

三年級下學期修課

(1)______________________ 主任:

(2)______________________

(3)______________________

(4)______________________ 指導教授:

(5)______________________

國貿系 專業師資

職稱/姓名	學歷	專長
國貿系專任教授兼系主任 謝 淑 貞	美國約翰霍普金斯大學經濟學博士	財務經濟、數理經濟、個體經濟、賽局理論
國貿系專任教授 郭 炳 伸	美國羅徹斯特大學經濟學博士	時間數列理論、國際金融理論與實證
國貿系專任教授 邱 志 聖	美國密西根州立大學企管博士(主修行銷）	跨文化消費者行為、消費者滿意、國際行銷策略、國際通路策略
國貿系專任教授 楊 光 華	美國紐約哥倫比亞大學法學博士	財經法、商事法
國貿系專任教授 施 文 真	英國倫敦大學亞非學院法學博士	國際經濟與貿易法、國際環境法、發展學、環境法
國貿系專任教授 譚 丹 琪	美國伊利諾大學香檳校區企業管理博士	海外直接投資、國際企業進入策略、公司成長
國貿系專任教授 郭 維 裕	英國劍橋大學經濟系財務經濟學博士	財務經濟
國貿系專任副教授 饒 秀 華	美國耶魯大學經濟學博士	時間序列計量、財務理論
國貿系專任副教授 傅 冶 天	美國史丹福大學工程與經濟系統博士（輔修作業研究）	國際投資學 、國際購併與合資經營、高等教育經濟學 、適用於民營化的拍賣理論
國貿系專任副教授 鄭 鴻 章	奧地利茵斯布魯克大學經濟學博士	貨幣金融理論、總體經濟理論、國際經濟理論

職稱/姓名	學歷	專長
國貿系專任副教授 林 信 助	加拿大西安大略大學經濟學博士	財務時間序列分析；計算財務及財務計量
國貿系專任副教授 陳 建 維	英國華威大學企業管理博士	新產品預告、品牌/產品管理、行銷溝通、國際行銷
國貿系專任副教授 楊 培 侃	美國杜克大學法學院法學博士	國際經貿法、財經法、競爭法
國貿系專任教授 簡 睿 哲	英國曼徹斯特大學企管博士	國際企業管理、國際行銷、策略管理
國貿系專任副教授 徐 則 謙	哥倫比亞大學經濟學博士	國際經濟
國貿系專任助理教授 溫 偉 任	美國威斯康辛大學麥迪遜分校經濟學博士	產業組織理論、個體經濟理論
國貿系專任副教授 蘇 威 傑	德州大學達拉斯分校組織策略與國際管理組博士	國際企業管理、全球策略管理、企業永續經營
國貿系專任副教授 顏 佑 銘	倫敦政經學院財務博士	國際財管、財務經濟
國貿系專任助理教授 荒井夏來	美國約翰霍普金斯大學經濟學博士	總體經濟學、時間序列
國貿系專任助理教授 薛景文	德國科隆大學法學博士	國際經貿法、歐盟經濟法、國際商務仲裁

國立政治大學 商學院

National Chengchi University
College of Commerce