The course has the following general objectives: 1. To provide you with a basic understanding of factors affecting the development of the world economy and the ways current trends may impact global business in the future. 2. To explain how the global economy affects the economies of individual countries and vice versa. 3. To provide you with the knowledge of the basic types of trade and their effect on international business operations. 4. To explain different theories regarding international trade and examine the implications of these theories for business and public policy. 5. To develop your knowledge of the evolution of the global monetary system and the resulting mechanisms of foreign exchange and exchange rate determination. 6. To enhance your appreciation of the influence of economic issues on international relations. 7. To expand your understanding of the many ways the global economy impacts domestic business operations. 8. To ensure that you are familiar with the locations and names of the nations of the world and have some knowledge of the economic conditions of key nations and regions in the global economy. 9. To heighten your awareness of key culture, legal, and political differences between countries and provide you with a framework for understanding and interpreting national differences. 10. To develop your understanding of economic integration in today’s global environment and to explore the policy and operations of major trading regions.

The world’s economies have become much more integrated over time. Firms, regardless of their size, are expanding their businesses internationally for various reasons. These include creating new markets and increasing profits, finding and acquiring new products and technology for use in the home markets and many more. As international business is expected to grow even more rapidly after the formation of WTO, it is imperative that business people understand the theory, institutions, and the environment elements that underlie international commerce. The primary objective of this course is to provide you with an introduction to the world economy that will help you be an effective manager – whether or not you actually work in a global organization.

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五、參考書目 (Reference)

2007/9/17  Introduction: 李偉權
2007/9/24  Globalization: markets and production, roles of technology 李偉權
2007/10/1  Country Differences in Political Economy: political systems 李偉權
2007/10/8  Country Differences in Political Economy: economic systems 李偉權
2007/10/15 Differences in Culture: values and norms, factors: religion, education 李偉權
2007/10/22 Differences in Culture: factors: language, social structure, culture in the workplace-Hofstede 李偉權
2007/10/29 International Trade Theory-1: absolute & comparative advantage, H-O theory 李偉權
2007/11/5 International Trade Theory-2: Product life-cycle, Porter's, OLI 李偉權
2007/11/12 Midterm Exam 李偉權
2007/11/19 Political Economy of International Trade-1 李偉權
2007/11/26 Political Economy of International Trade-2 李偉權
2007/12/3 Regional Economic Integration-1: types of integration 李偉權
2007/12/10 Regional Economic Integration-2: FTAs, EU 李偉權
2007/12/17 Foreign direct Investment 李偉權
2007/12/24 Foreign Exchange market 李偉權
2007/12/31 Entering Foreign Market 李偉權
2008/1/7  Review 李偉權
2008/1/14 Final Exam 李偉權

八、講義位址 (http://)

九、教育目標