International Business Theories & Management

Ph. D. Program in Management
Graduate School of Management
I-Shou University
February 2004

Time:
Instructor: Prof. Shih-Chieh Fang                      Office: NKFUST
Office: NKFUST 管理學院【C315】
Office phone: 07-6011000-4218
E-mail: fang@ccms.nkfust.edu.tw

Nature and Objectives of the Course:

“Mutinational Enterprise (MNE) as a distinctive firm(organization)”, from the perspective of firm(organization), examine the MNE’s distinctive nature in terms of its culture (Cross culture or Cross-border) and its performance. In the examination of the MNE’s distinctive nature, the following are the key points: (1) Why does MNE exist? (2) The boundary of MNEs (Entry mode), and (3) How does MNE operate effectively (organization structure design). These key points can be further expanded into: (1) Why does MNE exist? (2) The boundary of MNEs (Entry mode), and (3) How does MNE operate effectively (organization structure design).

Course Requirements and Grading:

(一) Weekly critique 35%
(二) Class Participation 20%
(三) Mid-term report (Oral & Outline) 10%
(四) Final report (Literature review) 35%
三、Suggested Books:


四、Teaching Materials：Selected papers.

0. Overview & introduction


Topic I: Theories of MNEs

一、Early development(The evolution of MNE theories)


二、Market Power (I-O Approach)


三、Transaction Cost & Internalization


四、Knowledge-based View in IB Theories


五、Eclectic Paradigm


六、Institutional Approach


七、**Internationalization Process and Network Approach**


**Topic II: International Business Management**

1. **I-R Framework**

2. **Entry Modes/Strategies**

3. **Organization Control and Coordination**


四、Subsidiaries’ Role


International Business Strategies


Cross-culture & Environment


七、**International Human Resource Management**


八、**International Marketing**


九、**International R & D**


4. 方世杰，2002，「在台外商研發投資與台灣知識流通體系之影響」，管理學報，第 19 卷第 1 期，頁 147-174。