

# Case Writing Guidelines

10/3(六)適逢中秋佳節，當週國際企業管理課程停課乙次。補課方式有二，一是參加 11/21(六)的哈佛論壇，另一個補課方式則是個案撰寫。

本課程將鼓勵同學參加 11/21(六)下午舉辦之哈佛論壇，可透過該論壇汲取最新的管理知識，以及一睹台灣的管理大師與新銳學者的丰采；而個案撰寫，則是提供未參加哈佛論壇的同學們另一種課程的學習。進行方式如下。

個案繳交日期：11/21(六) 5:00pm，以電子郵件發信至兩位老師的時間為準

個案主題：自行選定特定公司的國際化進入歷程

個案要求：

1. 選定個案公司，必須具有國際規模，亦即在國外至少有 10 個營運據點或服務處
2. 搜集個案公司發展簡介（嚴禁抄襲網頁資料及其他參考資料，需以自己的筆觸及角度撰寫），包括創辦人、重要事件里程碑、產品線廣度及深度、銷售市場的涵蓋範圍、上下游廠商及垂直整合程度，財務報表以及目前所面臨的國際企業經營問題
3. 個案內容的每一段落，須有相關，不必要的文字須刪除
4. 個案撰寫以中文為主，英文亦可
5. 個案本文以 MS-Word 編輯，版面上下左右各一吋(2.54 公分)，12 點字，標楷體（英文則使用 Times New Roman），單行間距，段落間隔為自動設定，不含附錄(包括圖表及財務報表)至少 15 頁。檔名為「學號\_姓名\_個案公司名稱\_個案本文」
6. 個案本文最後須提出 3~5 個目前該企業在跨國經營的問題
7. 針對上述 6.的問題，需提出分析與可能的進行方案，以供後續驗證；此部分的問題回答，格式同個案本文，但須另存新檔，不含附錄至少 5 頁。檔名為「學號\_姓名\_個案公司名稱\_個案問題分析」
8. 個案撰寫以個人為單位，不併入小組作業成績
9. 其他未盡詳細事項，個案撰寫當天再行宣佈

# 國際企業管理

## International Business

Department of International Business  
College of Management, NDHU  
Fall 2009

Time-	1pm-7pm, every Bi-weekly Saturday	
Classroom-	B209, College of MGMT	
Instructors-	Prof. Lin (The 1 <sup>st</sup> Half);	Prof. Luan (The 2 <sup>nd</sup> Half)
Office-	MGMT B322 (Prof. Lin; L);	MGMT A421 (Prof. Luan; l)
Email-	(L) <a href="mailto:tjlin@mail.ndhu.edu.tw">tjlin@mail.ndhu.edu.tw</a> ;	(l) <a href="mailto:cjluan@mail.ndhu.edu.tw">cjluan@mail.ndhu.edu.tw</a>
Office Hours-	by appointment (L- ext.3051; l- ext. 3059)	

### Nature and Scope of the Course

Today, companies are confronting an increasing array of choices of markets, of locations for value adding activities, and of modes of crossing borders. This course will emphasize the international dimensions of trades, investment, strategies and organizations, and will offer a framework for formulating strategies in an increasingly complex world economy, and for making those strategies work effectively.

The first section of the course provides the basics for understanding cross-cultural difference and competitiveness in international business at the level of the nations. International business theories and strategic decision consideration on investment across borders are included in the first section as well. Taking advantages of those opportunities faces enormous managerial challenges, and the second section of the course focuses on international business strategies, for instance, licensing, joint venture, and assorted possible entry modes modern enterprises have adopted. The goal of this course is to provide the foundations for taking effective actions in the multi-faceted world of international business.





We will start with a presentation-lecture-discussion format. Before a class, students should be ready about the required readings or chapters for further discussion in the class. Participants will be grouped by no more 4 persons<sup>1</sup>, and two of the groups will be assigned to present the readings of that session in about 30 minutes. After that presentation, lecturing and discussion will follow, and any supplementary documents, for instance, studied cases, will be released if any. Also, lecturers will have the rights to adjust the processes if necessary.

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<sup>1</sup> The number of a group will depend upon the total students joining the class.

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 Textbook and Teaching Materials

-  Textbook- Hill, C. L., *International Business: Competing in the Global Marketplace*, 7<sup>th</sup> edition, 2008, McGraw-Hill (Mandarin Edition is also available)
-  Cases- Harvard Business School Cases (if necessary); participants should pay copyrights (about US\$3) for each case
-  Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.
-  Reference- Doz, Y., Santos, J., and Williamson, P., *From Global to Metanational: How Companies Win in the Knowledge Economy* (Harvard Business School Press, 2002)



 Course Requirements

-  Meaningful Participation- Sufficient mutual communication is the key to effective learning, so being present is the essential commitment. Moreover, aggressive participation also includes preparation before the class, expressing opinions when discussion and exchanging ideas during the class. To enforce the mutual learning process, learning activities are based on groups. Taking loading of assignment and cost of intra-group coordination into account, a group is composed of no more 3 persons. Please complete the grouping list before the first assignment is due.
-  Case & Write-ups- Case studies are to goal to train students' abilities to analyze issues, think logically, propose alternative and make strategic decisions, under the real case and contingent information, based on the knowledge in the class. In addition to CASE write-ups, each group should also hand in a BI-WEEKLY write-up related to the contents of assigned chapters by the class. The write-up should be 2-paged, double-spaced, and well-typed, and include each member's signature on the cover page, about assigned readings or chapters in that very session. For fair evaluation, no late submissions will be allowed.
-  Comprehensive Exam- This is to aim to testing students' comprehensiveness on concepts, structures, and critical issues related to international

business in order to evaluate individual difference. Because the exam is to test what you should know in the course (rather than what you do not know), do not worry too much if you fully participate the class.

### Grading Policy

Comprehensive Exam	50%
Case & Bi-weekly Write-ups and Assignments	30%
Class Participation	20%

-  Feel free to let us know if you have any questions about the course.
-  Wish you a great journey of the course- International Business.

## Tentative Schedule <sup>a</sup>

### Session I- Introduction


W1 9/19 (L) Introduction: Globalization


 Hill<sup>2</sup> (Ch. 1)

### Session II- International Environment and Trade

W2 10/3 **Class Cancelled- Mid-Autumn Festival**


W3 10/17 (L) Cross-border Environment and International Trade Theories


 Hill (Ch. 2.3.5.6)

 Case I- TBC

W4 10/31 (L) Corporate Visit- Topic: International Roaming Comm (TBC)


W5 11/14 (L) FDI (Foreign Direct Investment), Ethics and Regional Integration

 Hill (Ch. 7.8.4.9)

 Case II- TBC


### Session III- International Business (IB) Strategy and Org. Structure

W6 11/28 (l) IB Strategy, Organization, and Entry Strategy

 Hill (Ch. 10.11.12.13)

 Case III- Majestica Hotel in Shanghai?

W7 12/12 (l) Operational Strategies

 Hill (Ch. 14.15.16)

 Case IV- NTT DoMoCo imode's Marketing Strategy

W8 12/26 (l) Joint Case Study w Regular MBAs

 Case V- EMI and CT Scanner (A)

W9 10/1/9 (l) **Comprehensive Exam**

(l) Course Wrap-up and Review

<sup>a</sup> Session I and II (W1-W5) are scheduled to Prof. Lin's (L); Session III (W6-W9) is to Luan's (l)

<sup>2</sup> Please refer to the contents related to the Mandarin-versioned textbook.

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FOR MANAGERS | **FOR EDUCATORS** | FOR CORPORATE BUYERS | HARVARD BUSINESS REVIEW | VISIT HARVARD BUSINESS SCHOOL

**HARVARD BUSINESS PUBLISHING**  
 **GO**  
 Keyword  Learning Objective

DISCIPLINES ▾ PRODUCTS ▾ PCL & CASE METHOD

< Return to All Materials      Welcome, CHIN-JUNG Sign Out

**Cart - Step 1 of 3**

Product Number	Name and Format	Unit Price	Quantity	Price
905M35-PDF-ENG	Majestica Hotel in Shanghai? Digital	\$3.95	1	Remove \$3.95
			Sub-Total	\$ 3.95

**Recalculate** **Next**

**SITEMAP**

- DISCIPLINES
  - Accounting & Control
  - Business & Government
  - Competitive Strategy
  - Entrepreneurship
  - Finance
  - General Management
  - HR Management
  - Marketing
  - MIS
  - Negotiations
  - OB & Leadership
  - Operations Management
  - Service Management
  - Social Enterprise & Ethics
- PRODUCTS
  - Cases
  - Articles
  - Books/Chapters
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網際網路 100%

[國際企業管理/國際經營環境]課程相關規定通知(2009/09/19)

上課時間:PM1:00-PM7:00

林老師授課部分:

1.本日(09/19)未出席上課同學若要選修本課程務必於 09/23(三)中午

前跟任課老師(林老師 [tjlin@mail.ndhu.edu.tw](mailto:tjlin@mail.ndhu.edu.tw) 及樂老師

[cjluan@mail.ndhu.edu.tw](mailto:cjluan@mail.ndhu.edu.tw))聯繫,經兩位老師同意後始得加選

2.修課同學請於本週日(09/27)中午前完成分組(八組/依修課同學平均

分配)並決定報告組別及日期/請與課代張雯雯聯繫

[woomay1030@hotmail.com](mailto:woomay1030@hotmail.com) 若需要團購教科書亦請儘速與課代聯繫

3.原則上 10/17 與 11/14 分配報告章節必須全員出席報告負責章節/每

章報告內容以 40 分鐘為限,講評與提問答覆 15 分鐘

4.個案部分由當週非課程報告組別分配擔任問題報告組(25 分鐘)與提

問對照組(15 分鐘)

5.企業參訪(10/31)若碰到必須出席其他專班上課/得以不用出席並請

提交兩頁課程心得報告

6.每次上課進度必須以組別提交課程摘要整理兩頁之內容,並詳述個人分工部分(每章上限 2 頁/每次共四章)

7.若因課程限修人數遭剔除,請儘速聯繫林老師與謝助理進行加簽作業申請(但必須事先經授課老師同意)始得加簽

8.代轉樂老師信息: 建議出席 11/28(六)哈佛論壇/當天相關課程內容煩請與樂老師聯繫

9.樂老師上課方式請課代聯繫樂老師後告知修課同學

以上

林老師