



國立清華大學
NATIONAL TSING HUA UNIVERSITY

2020 NTHU Global Summer School

全球化運籌管理導論

The Basics for Globalization Management

Lecturer: Shu-shiuan Lu(盧姝璇教授)

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Course time: 9:30am-12:10pm on Mondays, Tuesdays, and Wednesdays of July 20th -22nd and 27th-29th July, 2020. Total six days.

Classroom: to be announced

Class Website: ILMS System (<http://lms.nthu.edu.tw/>)

Contact hours: 18 hours

Language: English

Credit Points: 1

Course description:

This course is designed to introduce students the basics concepts needed for globalization management. The basic analytical framework for understanding the challenges and opportunities along the evolution of globalization, and risk managements and strategies to go global will be discussed. Topics covered includes basic topics in the three subjects: Principles economics, International finance, and Organization behaviors.

Textbook:

Hill, Charles W., International Business, 7th edition. McGraw-Hill Irwin, 2009

Levich M. Richard, International Financial Markets, Prices and Policies, 2nd edition, McGraw-

Hill Irwin 2001

N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage Learning, 2015.

Robert Konopaske and John Ivancevich, Global management and organization behaviors, McGraw-Hill Irwin , 2004

Student Learning Objectives & Schedule:

Class Timeline	Date Content
Lecture 1	Introduction to basic Economics
Lecture 2	Cost and benefit analysis: Basic principles for decision making
Lecture 3	Introduction to basic International Finance: Exchange rate
Lecture 4	Instruments for managing international investment risk: Derivatives and Options
Lecture 5	Challenges for globalization management: culture awareness
Lecture 6	Designing the rule of the game: the Basics for Game Theory