

系所名稱	網站連結
國際企業管理系 Department of International Business Administration	<a href="https://c031.wzu.edu.tw/">https://c031.wzu.edu.tw/</a>
研究所系所介紹 Department of International Business Administration (MBA Program)	
<p>國際企業管理系碩士班專業課程包括國際策略管理、國際企業管理個案、跨國企業比較管理、國際整合行銷與公共關係、產業經營與管理、創新與創業管理等；課程設計以培育國際企業永續經營能力與創新創業實務應用能力為目標；學生不但可以獲得國際交流的機會，更能提升國際視野與國際思維，未來將是頂尖跨國企業經理人才。</p>	<p>The Master' s program of International Business Administration offers professional courses including international strategic management, case studies for international business, cross-national comparative management, international integrated marketing and public relations, business operation and management, innovation and entrepreneurial management, etc. The goal of curriculum design is to cultivate the capability of international enterprises' sustainable operation and the practical application ability of innovation and entrepreneurship. Students can not only obtain opportunities for international exchanges, but also enhance their international vision and international mindset. It is expected that students will be professional managers of multinational enterprises.</p>
四技系所介紹 4-year college program	
<p>本系之培育目標為具英語能力與國際思維之商管專業人才，課程涵蓋基礎</p>	<p>The goal of our department is to cultivate business management</p>

商管知識，包括管理學、經濟學、國際行銷管理、國際人資管理、國際財務管理等，以及進階商管知識，包括策略管理、個案研究、企業經營模擬等。本系提供各項國際交流機會，包括：

1. 海外實習：為提升學生的職場競爭力，提供許多海外實習的機會，同時補助機票費與生活費，得以免除學生與家長經濟上的負擔；透過海外實習，學生能夠體驗企業實境並增加就業競爭力。

2. 海外交換：為提升學生的國際視野，提供許多海外交換的機會，擁有超過 280 所且橫跨五大洲的校級姊妹校，以及本系所學生專屬的 3 所系級姊妹校，包括法國里爾天主教大學、比利時新魯汶大學、西班牙那瓦拉公立大學。學生只需繳交本校學雜費，便能獲得與世界接軌的國際教育資源，學生得以培養國際視野與國際移動力，為進入外商企業就業累積實力。

3. 海外研習：為增進學生對海外就業市場的了解，同時配合政府的新南向政策，舉辦台商企業研習團，包括菲律賓、馬來西亞、印尼、越南、泰國等，學生得以認識海外就業市場，並儲備未來跨國人才能量。

professionals with English proficiency and international mindset. Our courses cover basic business management knowledge, including management, economics, international marketing management, international human resources management, international financial management, etc. Advanced business management courses include strategic management, case studies, business simulation, etc. Our department provides various international exchange opportunities, such as:

#### 1. Overseas Internship:

In order to enhance students' competitiveness in the workplace, many opportunities for overseas internships are provided. Air tickets and living expenses are subsidized which can relieve the financial burden of students and parents. Through overseas internships, students can experience enterprise reality and increase their employment competitiveness.

#### 2. Overseas Exchange:

In order to enhance students' international vision, we provide many opportunities for overseas exchange. The university has more than 280 school-level sister schools across five

	<p>continents, as well as 3 department-level sister schools exclusively for students in our department. Students only need to pay the university's tuition and miscellaneous fees to obtain international education resources. Students can cultivate international vision and international mobility, and accumulate strength for employment in international corporations.</p> <p>3. Overseas study: In order to enhance students' awareness of the overseas employment market, Taiwanese business enterprise study groups are held regularly, including Philippines, Malaysia, Indonesia, Vietnam, Thailand, etc. Students can realize the overseas employment market and cultivate the capability to be transnational talents in the future.</p>
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