

朝陽科技大學 091學年度第2學期教學大綱
Strategy Management 策略規劃

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| 當期課號 | 7599 | Course Number | 7599 |
| 授課教師 | 廖年欣 | Instructor | LIAO, NEIN HSIN |
| 中文課名 | 策略規劃 | Course Name | Strategy Management |
| 開課單位 | 工業工程與管理系碩士在職專班—A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程有助於學生經營能力之提昇，並了解企業在規劃策略及管理企業活動時，如何去整合有關的知識及資訊並加以應用。 | Objectives | This course facilitates students to integrate the necessary knowledge and expertise when get involved the activities of strategic planning processes in business. |
| 教材 | 1. Interacting learning and literature review 2. Case study and presentation | Teaching Materials | 1. Interacting learning and literature review 2. Case study and presentation |
| 成績評量方式 | 1. M-terms and F-terms examinations. (50%) 2. Assignment (30%) 3. Contribution to presentation (20%) | Grading | 1. M-terms and F-terms examinations. (50%) 2. Assignment (30%) 3. Contribution to presentation (20%) |
| 教師網頁 | - | | |
| 教學內容 | Strategic management is the process of examining both present and future environments, formulating the organizational objectives, evaluating alternatives, selecting solution(s), implementing plans, and controlling decisions focused on achieving objectives in the present and future environments. It includes theory statements and cases study in practice. | Syllabus | The contents of this curriculum facilitate students to integrate the necessary knowledge and expertise when get involved the activities of strategic planning processes in business. |

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