

朝陽科技大學 092學年度第1學期教學大綱  
Strategic Management 策略管理

當期課號	7668	Course Number	7668
授課教師	黃太和	Instructor	HUANG,TERRY TAIHOR
中文課名	策略管理	Course Name	Strategic Management
開課單位	企業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.企業競爭優勢的基本架構。2.企業競爭優勢的來源。3.企業策略之內容、形成過程、執行。	Objectives	1.basic structure of enterprise competitive advantage 2. the sources of enterprise competitive advantage 3. enterprise strategy contents, formulation, implementation
教材	理論與時事講述、問答、個案與問題討論、及論文選讀	Teaching Materials	Students are asked to prepare case analysis, participate in classroom discussion, and read selected papers.
成績評量方式	平時成績50% 期中考成績20% 分組個案報告成績30%	Grading	Participation in the classroom discussion, 50%; Mid-term exam., 20%; Final report and oral exam., 30%
教師網頁	-		
教學內容	<p>教學目的：1. 由探討企業成敗之道，培養對企業問題的整體思考與解決能力。2. 整合與修正過去所讀的五管（或六管）知識。</p> <p>主要內容：企業競爭優勢的理論基礎，以及企業策略之內容、形成過程、執行、與控制。</p>	Syllabus	By studying the rise and fall of businesses, the course aims to cultivate an integrated thinking and solving ability to business problems. During the course, integration and modification to the knowledge of functional management learned in the past are expected. Topics include theoretical bases of competitive advantages, and the content, formulation processes, implementation, and control of business strategy.

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