

朝陽科技大學 093學年度第1學期教學大綱
Strategic Management 策略管理

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| 當期課號 | 7672 | Course Number | 7672 |
| 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 | Hill, C. W. L. and Jones, G. R. (2004). Strategic Management Theory: An Integrated Approach, 6th ed., Boston, MA: Houghton Mifflin. (華泰代理) | Teaching Materials | |
| 成績評量方式 | 平時參與討論成績50% 期中考成績20% 分組個案報告與口試成績30% | Grading | Participation in the classroom discussion, 50%; Mid-term exam., 20%; Final group report and oral exam., 30% |
| 教師網頁 | - | | |
| 教學內容 | 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。 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。 | 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 learned knowledge of functional management are expected. Topics include theoretical bases of competitive advantages, and the content, formulation processes, implementation, and control of business strategy. |

尊重智慧財產權，請勿非法影印。