

朝陽科技大學 093學年度第2學期教學大綱  
Industry Analysis 產業分析

當期課號	4146	Course Number	4146
授課教師	黃太和	Instructor	HUANG,TERRY TAIHOR
中文課名	產業分析	Course Name	Industry Analysis
開課單位	保險金融管理系(二日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>主要內容：五力模式、S-C-P命題、PETS環境分析、產業關鍵成功因素、競爭策略、競爭優勢、產業吸引力、價值投資法。教學目的：1.瞭解產業與競爭分析的理論模式與技巧。2.探討影響企業獲利力的外在環境因素，以利於生涯規劃、經營、與投資。3.探討上述因素之間的關聯，以整合過去所讀的經濟學與產銷學理。</p>	Objectives	<p>"Industry and competition analysis" contains topics including: five-force model, S-C-P proposition, PETS environment analysis, key success factors for an industry, competitive strategy, competitive advantage, attractiveness of an industry, and value investment. The course aims for preparing students to 1. understand the theoretical model and techniques for industry and competition analysis, 2. explore the external environmental factors influencing the profitability of a firm, 3. explore the relationships among those factors in order to achieve integration of formerly learned economics and production and marketing theories.</p>
教材	<p>1. 湯明哲（2003）。《策略精論：基礎篇》。台北：天下遠見。2. 講義。3.台灣學術論文。（作業與活動：分組閱讀學術論文，並準備在課堂上報告。全班分成四組。）</p>	Teaching Materials	
成績評量方式	<p>1. 平時成績（提問與討論：第一次得50分，第二次起每次得10分，看法獨到者另外加10分，最高100分。），50%；2. 分組報告成績，50%</p>	Grading	<p>1. Participation in discussion: 50%; 2. Group oral presentation: 50%</p>
教師網頁	-		
教學內容	<p>課程說明; 策略與策略管理之基本概念; 競爭策略與PETS環境分析; 五力模式與S-C-P命題; 組織能力與競爭優勢; 十力模式與其運用策略; 競爭優勢之維持; 競爭態勢與合作; 多角化策略與價值投資法; 保險產業之產業分析; 文化創意產業之產業分析; 台灣生物科技產業之產業分析; 數位音樂產業之產業分析; 綜合討論</p>	Syllabus	<p>Course introduction; Basics of strategy and strategic management; Competitive strategy and PETS environment analysis; Five-force model and S-C-P proposition; Organizational capability and competitive advantages; Ten-force model and strategy; Sustaining competitive advantage; Diversification strategy ; Value investment; Industry analysis of the insurance industry; Industry analysis of the culture innovation industry; Industry analysis of the Taiwanese biotechnology industry; Industry analysis of the digital music industry</p>

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