

朝陽科技大學 093學年度第2學期教學大綱
Industrial Competition Strategy 產業競爭策略

當期課號	7624	Course Number	7624
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	產業競爭策略	Course Name	Industrial Competition Strategy
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.產業分析及策略管理基本經濟及管理理論介紹。2.實務個案	Objectives	1.The economics principle of business strategy. 2.Case study
教材	Strategic Management Sixth Edition Charles W. L. Hill / Gareth R. Jones Business Week 經濟日報 商業週刊	Teaching Materials	
成績評量方式	平時書面與口頭報告各占百分之三十 期末報告占百分之四十	Grading	Oral Presentation 30% assement 30% Final Report 40%
教師網頁	-		
教學內容	國際經濟情勢國際競爭力分析 策略管理基本架構 高科技產業競爭策略 生物化學科技現況與競爭策略 航空業現況與競爭策略 餐飲業現況與競爭策略 觀光旅遊業現況與競爭策略 化工原料業現況與競爭策略 家電業現況與競爭策略 金融業現況與競爭策略 教育事業現況與競爭策略 未來發展	Syllabus	Analysis of international economic situation and international competitiveness Strategy management Hi-tech industry current situation and competitive strategy Bio-tech industry current situation and competitive strategy Airline industry current situation and competitive strategy Restaurant industry current situation and competitive strategy Tour industry current situation and competitive strategy chemistry industry current situation and competitive strategy Electronic industry current situation and competitive strategy Financial industry current situation and competitive strategy Education industry current situation and competitive strategy Futural Development

尊重智慧財產權，請勿非法影印。