

朝陽科技大學 094學年度第1學期教學大綱
Strategic Management 策略管理

當期課號	7586	Course Number	7586
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	策略管理程序, 外在環境和機會與威脅分析, 內在環境和優劣勢分析, 競爭優勢與功能策略, 事業策略, 產業環境與競爭策略, 高科技產業策略, 全球化策略, 企業層級策略, 公司績效與公司治理, 策略執行	Syllabus	The process of strategic management; Analysis of external environment; Analysis of internal environment; Competitive advantage and functional strategies; Business strategy; Industry environment and competitive strategy; Strategy for high-tech industry; Strategy for globalization; Performance and corporate governance; Implementation of strategy.

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