朝陽科技大學 095學年度第1學期教學大綱
Strategic Management 策略管理

當期課號	1117	**Course Number**	1117
授課教師	楊智超	**Instructor**	YANG,JYH CHAU
中文課名	策略管理	**Course Name**	Strategic Management
開課單位	企業管理系(二日)四B	**Department**	
修習別	必修	**Required/Elective**	Required
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	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Sixth Edition Houghton Mifflin Company	**Teaching Materials**	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Sixth Edition Houghton Mifflin Company
成績評量方式	期中考與平常成績各百分之三十 期末考百分四十	**Grading**	Final and midterm examination 30% Presentation and reports 40%
教師網頁			
教學內容	探討企業經營環境對企業策略衝擊, 決策形成, 行銷策略, 競爭動態 ,併購與重整策略, 國際化策略, 策略運用, 組織結構與控制, 策略領導 ,企業精神與創新.	**Syllabus**	Bussiness enviornment impact , policies making , marketing strategy , competitiveness dynamic , acqusition and restruction strategies , internatioal strategies , strategy implementation , organization and controls , strategic leadership , corporate entrepreneurship and innovation .

尊重智慧財產權，請勿非法影印。