

朝陽科技大學 095學年度第1學期教學大綱  
Enterprise Completion Analysis 產業競爭分析

當期課號	3167	Course Number	3167
授課教師	黃太和	Instructor	HUANG,TERRY TAIHOR
中文課名	產業競爭分析	Course Name	Enterprise Completion Analysis
開課單位	企業管理系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
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	徐作聖 & 陳仁帥 (2005)。《產業分析》。台北：全華科技。	Teaching Materials	
成績評量方式	1. 提問與討論成績（每位學員應參與討論，例如提出問題或回答問題。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%	Grading	Participation & Discussion, 50%; Reports: oral & writing, 50%
教師網頁	-		
教學內容	<p>課程說明, 產業分析內容與目的, 產業分析主要理論, 產業分析相關理論, 國家產業發展分析, 全球化與產業發展, WTO與產業發展, 十力模式與其運用策略, 生物晶片產業分析, 系統單晶片產業分析, 半導體產業分析, 無線區域網路產業分析, 平面顯示器產業分析</p>	Syllabus	<p>Course introduction; Content and purpose of industry analysis; Major theories for industry analysis; Related theories for industry analysis; National industry development analysis; Globalization, WTO and industry development; Ten-force model and strategy;; Value investment; Analyses of the biochip industry, SOC industry, semiconductor industry, wireless WLAN industry, and plane display industry.</p>

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