朝陽科技大學 095學年度第2學期教學大綱
Strategy Management 策略規劃

當期課號	7651	Course Number	7651
授課教師	廖年欣	Instructor	LIAO,NEIN HSIN
中文課名	策略規劃	Course Name	Strategy Management
開課單位	工業工程與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	本課程有助於學生經營能力之提昇，並了解企業在規劃策略及管理企業活動時，如何去整合有關的知識及資訊並加以應用。	Objectives	This course facilitates students to integrate the necessary knowledge and expertise when get involved the activities of strategic planning processes in business.
教材	1. Hill and Jones (2004), Strategic Management Theory: An Integrated Approach, 6th Edition, Boston: Houghton Mifflin. 2. Hint, Ireland and Hoskisson (1999), Strategic Management: Competitiveness and Globalization, 3rd Ed., Cincinnati: South-West.	Teaching Materials	1. Hill and Jones (2004), Strategic Management Theory: An Integrated Approach, 6th Edition, Boston: Houghton Mifflin. 2. Hint, Ireland and Hoskisson (1999), Strategic Management: Competitiveness and Globalization, 3rd Ed., Cincinnati: South-West.
成績評量方式	1. 期中、期末考試（50%）。 2. 專題作業（30%）。 3. 個案演練報告回饋與貢獻考核（20%）。	Grading	1. M-terms and F-terms examinations (50%). 2. Assignment (30%). 3. Contribution to presentation (20%).
教師網頁	_		
教學內容	策略管理是一門理論與實務演練架構的課程，包含檢視企業或機構目前與未來所處的環境、擬訂目標、孕育並評估各種方案、選定可行及備用策略、依據策略擬訂執行計畫、控制追蹤以達成所設定的目標之流程。	Syllabus	Strategic management is the process of examining both present and future environments, formulating the organizational objectives, evaluating alternatives, selecting solution(s), implementing plans, and controlling decisions focused on achieving objectives in the present and future environments. It includes theory statements and cases study in practice

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