朝陽科技大學 096學年度第1學期教學大綱
Strategic Management Research 策略管理研究

當期課號	7617	Course Number	7617
授課教師	龔昶元	Instructor	KUNG,CHAANG YUNG
中文課名	策略管理研究	Course Name	Strategic Management Research
開課單位	企業管理系碩士班二B	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	This course has four related aims: 1.To evaluate the strategy literature with particular reference to Porter, Hamel, Peters and Waterman etc. 2. To demonstrate that strategic management is not a set of rules or a formal plan but an on-going process involving the integration of leadership roles and management functions around a widely-shared, long-term goal. 3..To explore the sources of enterprise competitive advantage 4. To discuss enterprise strategy contents, formulation, implementation.
教材	1.Robert M. Grant "Contemporary Strategy Analysis" 2.Ghemawat,p.,(1999).Strategy and Business Landscape, Text and Case（主要教科書） 3.Michale A.Hitt 6e, Strategy Management,Competitiveness and Globalization（滄海代理）（主要教科書） 4.教師自編策略管理個案講義與實務案例	Teaching Materials	1.Robert M. Grant "Contemporary Strategy Analysis" 2.Ghemawat,p.,(1999).Strategy and Business Landscape, Text and Case（Principal Manual） 3.Michale A.Hitt 7e, Strategy Management,Competitiveness and Globalization 4.Practice Cases of taiwanese and foreign companies
成績評量方式	平時成績（課堂參與）25%；期中考成績20%；個案報告成績40%；期末考成績15%	Grading	participation (25%), mi-examen 20%, report of case study 40%, final examen 15%
教師網頁	_		
教學內容	1.策略管理沿革與各家基本觀點理論分析：資源基礎、產業組織模式、策略延伸理論、劇景式策略規劃等。 2.企業競爭優勢的基本架構。 3.企業策略之內容、形成過程、執行 3.國內外企業策略管理個案討論與分析	Syllabus	1.basic structure of enterprise competitive advantage 2. the sources of enterprise competitive advantage 3. enterpris strategy contents, formulation, implementation

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