

朝陽科技大學 097學年度第1學期教學大綱  
Enterprise Completion Analysis 產業競爭分析

當期課號	3099	Course Number	3099
授課教師	楊長春	Instructor	YANG,CHUANG CHUN
中文課名	產業競爭分析	Course Name	Enterprise Completion Analysis
開課單位	企業管理系(二進)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	<p>哈佛商業評論，天下文化 1.產業分析－林錦煌編 2.策略管理－司徒達賢編著 3.國際行銷－周幸嫻編譯 4.教師自編教材</p>	Teaching Materials	<p>1.產業分析－林錦煌編 2.策略管理－司徒達賢編著 3.國際行銷－周幸嫻編譯 4.教師自編教材</p>
成績評量方式	<p>平時成績30% 評論表現20% 期中考試/報告20% 期末考試/報告30%</p>	Grading	<p>Class Participation &amp; Assignments 30% individual comment 20% Midterm exam/report 20% Final exam/Paper 30%</p>
教師網頁	-		
教學內容	<p>01 課程解說 02 產業概論 03 產業分析 04 產業國際觀 05 產業創新觀念 06 產業資源需求理 07 產業競爭與合作 08 產業心得分享 09 期中考試/報告 10 產業計畫書撰寫（製藥、寵物） 11 師法卓越產業 12 創業心得分享 13 產業計畫書撰寫（藝術品、珠寶） 14 創業心得分享 15 創業計畫書報告 16 創業計畫書報告 17 產業競爭分析總檢討 18 期末考</p>	Syllabus	<p>01 Introduction 02 Basic concept 03 Industrial analysis 04 Global view of industry 05 Concept of industrial innovation 06 Industrial resource requirement 07 Industrial competition and cooperation 08 Speech 09 Midterm exam/report 10 Business plan(pharm., pet) 11 Learning from excellent industry 12 Speech 13 Business plan(artifact, jewelry) 14 Speech 15 Business plan report 16 Business plan report 17 Review of industrial competition analysis 18 Final exam/report</p>

尊重智慧財產權，請勿非法影印。