

朝陽科技大學 097學年度第1學期教學大綱
Strategic Management Research 策略管理研究

當期課號	7046	Course Number	7046
授課教師	陳悅琴	Instructor	CHEN,YUEH CHIN
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A	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	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.期刊文獻研讀 2.企業策略與競爭分析_工具與應用 / Fleisher & Bensoussan / 培生出版 2.個案教材	Teaching Materials	1.journal paper review 2.book review 3.case study
成績評量方式	1.個案討論與分析 40% 2.期刊文獻報告 40% 3.出席與課堂互動 20%	Grading	1.cast study 30% 2.journal paper presentation 40% 3.attendance and interaction 20%
教師網頁	-		
教學內容	本課程內容搭配個案講授，內容包括： 1.核心能力 2.資源基礎論 3.競爭策略與優勢 4.策略分析工具運用 (1)波士頓矩陣 (2)奇異經營分析矩陣 (3)五力分析 (4)策略群組分析 (5)SWOT分析 (6)價值鏈分析 (7)產品生命週期分析 (8)技術生命週期分析 5.社會資本 6.商業模式 7.環境分析	Syllabus	The course includes: 1.Core competence 2.Resource-based View 3.introduction of strategic and competitive analysis 4.the tool exercise of strategic and competitive analysis (1)BCG matrix (2)GE business screen matrix (3)Porter's five forces analysis (4)strtegic group analysis (5)SWOT analysis (6)Value chain analysis (7)Product life cycle analysis (8)Technologic life cycle analysis 5.social capital 6.business model 7.environment analysis

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