

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	7591	Course Number	7591
授課教師	葛維鈞	Instructor	KO,WEI CHUN
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	教課書：朱文儀、陳建男、黃豪臣譯：策略管理，七版，華泰，2007。參考書：1. 榮泰生：策略管理學，三民，2006。 2. 吳思華：策略九說－策略思考的本質，麥田	Teaching Materials	
成績評量方式	個案報告 50%，課堂參與 50%	Grading	Cases 50%, Participation 50%
教師網頁	-		
教學內容	策略管理程序、外部分析、內在分析、功能層級策略、事業層級策略、競爭策略與產業環境、高科技產業策略、全球策略、集團層級策略、集團層級策略、公司治理	Syllabus	Strategic Management Process, External Analysis, Internal Analysis, Function Level Strategies, Business Level Strategies, Competitive Strategy and Industrial Environment, Hi-tech Industrial Strategies, Global Strategies, Corporate Level Strategies, Corporate Governance

尊重智慧財產權，請勿非法影印。