朝陽科技大學 097學年度第2學期教學大綱
Strategic Management 策略管理

當期課號	3147	Course Number	3147
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	策略管理	Course Name	Strategic Management
開課單位	企業管理系(二在)四B	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	1.basic structure of enterprise competitive advantage 2. the sources of enterprise competitive advantage 3. enterprise strategy contents, formulation, implementation
教材	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Sixth Edition Houghton Mifflin Company	Teaching Materials	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Sixth Edition Houghton Mifflin Company
成績評量方式	期中考與平常成績各百分之三十 期末考百分四十	Grading	Final and midterm examination 30% Presentation and reports 40%
教師網頁			
教學內容	探討企業經營環境對企業策略衝擊, 決策形成, 行銷策略, 競爭動態 ,併購與重整策略, 國際化策略, 策略運用, 組織結構與控制, 策略領導 ,企業精神與創新.	Syllabus	Bussiness enviornment impact , policies making , marketing strategy , competitiveness dynamic , acqusition and restruction strategies , internatioal strategies , strategy implementation , organization and controls , strategic leadership , corporate entrepreneurship and innovation .

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