朝陽科技大學 097學年度第2學期教學大綱
Strategy Management 策略規劃

當期課號	7658	**Course Number**	7658
授課教師	曾兆堂	**Instructor**	TSENG,CHAO TANG
中文課名	策略規劃	**Course Name**	Strategy Management
開課單位	工業工程與管理系碩士在職專班一A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	本課程有助於學生經營能力之提昇，並了解企業在規劃策略及管理企業活動時，如何去整合有關的知識及資訊並加以應用。	**Objectives**	This course facilitates students to integrate the necessary knowledge and expertise when get involved the activities of strategic planning processes in business.
教材	書名: Strategic Managemnet Theory: An Integrated Approach, 7th Edition, 2007 作者: Charles W. L. Hill, Gareth R. Jones	**Teaching Materials**	書名: Strategic Managemnet Theory: An Integrated Approach, 7th Edition, 2007. By: Charles W. L. Hill, Gareth R. Jones
成績評量方式	出席(10%) 報告(30%) 期中考(30%) 期末考(30%)	**Grading**	Attendance (10%) Report (30%) Mid-Term Exam (30%) Final Exam. (30%)
教師網頁	http://163.17.8.246/xms/		
教學內容	1. 策略管理導論 2. 競爭優勢的本質 3. 策略 4. 策略執行	**Syllabus**	1. Introduction to strategic management 2. The nature of competitive advantage 3. Strategy 4. Implementing strategy

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