朝陽科技大學 097學年度第2學期教學大綱
Industrial Competition Strategy 產業競爭策略

當期課號	7805	Course Number	7805
授課教師	楊智超	Instructor	YANG,JYH CHAU
中文課名	產業競爭策略	Course Name	Industrial Competition Strategy
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.產業分析及策略管理基本經濟及管理理論介紹。 2.實務個案	Objectives	1.The economics principle of business strategy. 2.Case study
教材	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Eighth Edition Houghton Mifflin Company	Teaching Materials	Charles W.L. Hill / Gareth R. Jones Strategic management Theory- an Integrated Approach Eighth 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 .

尊重智慧財產權，請勿非法影印。