# 朝陽科技大學 098學年度第2學期教學大綱
# Strategy Management 策略規劃

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| **當期課號** | 7650 | **Course Number** | 7650 |
| **授課教師** | 詹智強 | **Instructor** | CHAN,CHU CHAI |
| **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** | 策略管理<br>吳淑華 李國瑋譯 蔡明田審閱<br>滄海書局 | **Teaching Materials** | Management of Strategy<br>Concepts and Cases<br>Thomson South Western<br>R. Duane Ireland, Robert E. Hoskisson, Michael A. Hitt |
| **成績評量方式** | 期中考30%, 期末考30%,期末報告30%,其他10% | **Grading** | midterm 30%, final exams 30%, term project30%, others 10% |
| **教師網頁** | http://ec.iem.cyut.edu.tw/?page_id=57 | | |
| **教學內容** | 策略管理與策略性競爭力<br>外部環境：機會、威脅、產業競爭與競爭者分析<br>內在環境：資源、能力與核心能力<br>事業層策略<br>競爭敵對與競爭動態<br>公司層級策略<br>併購和重整策略<br>國際策略<br>合作策略<br>公司治理<br>組織結構與控制<br>策略領導<br>策略性創業精神 | **Syllabus** | Strategic Management<br>Analysis of the External Environment<br>Analysis of the Internal Environment<br>Strategy at the Business Level<br>The Competitive Nature of Strategy<br>Strategy at the Corporate Level<br>Acquisition and Mergers<br>Strategy Abroad<br>Cooperative Strategic Management<br>Corporate Governance<br>Organizational Structure<br>Leadership<br>Entrepreneurship<br>. |

尊重智慧財產權，請勿非法影印。