

朝陽科技大學 099學年度第1學期教學大綱  
Strategic Management Research 策略管理研究

當期課號	7046	Course Number	7046
授課教師	陳悅琴	Instructor	CHEN,YUEH CHIN
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A	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	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	1.指定國內外期刊文獻資料研讀 2.Hill & Jones著，朱文儀、陳建男譯，策略管理，華泰文化。 2.企業策略與競爭分析_工具與應用 /Fleisher & Bensoussan/ 培生出版 3.Jay Barney, William Hesterly著，蔡馥陞譯，策略管理與競爭優勢，華泰 4.司徒達賢著，策略管理新論—觀念架構與分析方法，智勝出版出版。	Teaching Materials	1.assigned journal paper review and study 2.book review 2.case study
成績評量方式	1.文獻口頭報告和書面報告 50% 2.討論與分析 20% 3.出席與課堂互動 30%	Grading	1.paper report 50% 2.discuss and analysis 20% 3.attendance and interaction 30%
教師網頁	-		
教學內容	本課程內容搭配個案講授，內容包括： 1.策略管理導論 2.外部分析:五力分析 & 產業群聚現象 3.內部分析：資源基礎論和核心能耐 4.事業策略：策略定位、策略群組、價值鏈和商業模式。 5.超優勢競爭和競爭優勢 6.動態競爭和競合策略 7.多角化策略 8.策略聯盟，合資和購併 9.社會網絡關係 10.國際化策略 11.轉型和變革	Syllabus	The course includes: 1.introduction of strategic management 2.external analysis:five force analysis and industry cluster. 3.internal analysis: Resource-Based View,and core competence 4.Business startegy: strategic position, stategic group, value chain, and business model 5.hyper competition and competition advantage 6.Dynamic competition and co-competition 7.Diversity strategy 8.strategic alliance, joint venture and acquisition 9.social network 10.internationalization 11.transformation and evolution

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