

朝陽科技大學 099學年度第1學期教學大綱  
Strategic Development of Industry 產業策略發展

當期課號	7131	Course Number	7131
授課教師	賴杉桂	Instructor	
中文課名	產業策略發展	Course Name	Strategic Development of Industry
開課單位	台灣產業策略發展博士學位學程—A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	了解台灣產業策略發展趨勢與未來展望	Objectives	Providing students the strategic development and future prospects of Taiwan's industry.
教材	<p>教材：</p> <p>一、Text：</p> <p>1.Strategy Safari： A guided tour through the wilds of strategic management (Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand)</p> <p>2. 產業分析：競合與策略 (林錦煌編著)</p> <p>二、Reading Materials：</p> <p>1.What is strategy? (Michael E.Porter, Nov.-Dec. 1996)</p> <p>2.From Competitive advantage to corporate strategy (Michael E.Porter, HBR, May-June, 1987)</p> <p>3.Strategic planning：what it can and can't do? (Sam, Advanced Management Journal, Winter 1987)</p> <p>4.Key Success factors (Jorge Alberto Sousa de Vasconcellos E SA and Donald C. Hambrick, Strategic Management Journal, 1989)</p> <p>5.Country Analysis (Bruce R. Scott, HBR, 1982)</p> <p>6.2015年台灣產業發展願景與策略 (ITR/IEK, III/MIC)</p> <p>三、References：</p> <p>1.Mastering Strategy：Your Single-source Guide to becoming master of strategy (Financial Times Mastering, editor by Tim Dickson)</p> <p>2.Gaining and Sustaining Competitive Advantage (Jay B. Barney)</p> <p>3.Strategic Management Theory：An Integrated Approach (Charles W.L. Hill and Gareth R. Jones)</p> <p>4.The Competitive Advantage of Nations (Michael E.Porter)</p> <p>5.策略九說：策略思考的本質 (吳思華著)</p> <p>6.策略管理 (司徒達賢著)</p> <p>7.產業分析精論：多元觀點與策略思維 (鍾憲瑞著)</p>	Teaching Materials	<p>Textbook：</p> <p>1.Strategy Safari： A guided tour through the wilds of strategic management (Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand)</p> <p>2. 產業分析：競合與策略 (林錦煌編著)</p> <p>二、Reading Materials：</p> <p>1.What is strategy? (Michael E.Porter, Nov.-Dec. 1996)</p> <p>2.From Competitive advantage to corporate strategy (Michael E.Porter, HBR, May-June, 1987)</p> <p>3.Strategic planning：what it can and can't do? (Sam, Advanced Management Journal, Winter 1987)</p> <p>4.Key Success factors (Jorge Alberto Sousa de Vasconcellos E SA and Donald C. Hambrick, Strategic Management Journal, 1989)</p> <p>5.Country Analysis (Bruce R. Scott, HBR, 1982)</p> <p>三、References：</p> <p>1.Mastering Strategy：Your Single-source Guide to becoming master of strategy (Financial Times Mastering, editor by Tim Dickson)</p> <p>2.Gaining and Sustaining Competitive Advantage (Jay B. Barney)</p> <p>3.Strategic Management Theory：An Integrated Approach (Charles W.L. Hill and Gareth R. Jones)</p> <p>4.The Competitive Advantage of Nations (Michael E.Porter)</p>
成績評量方式	<p>(一) Presentation &amp; Materials (40%)</p> <p>(二) Class participation (40%)</p> <p>(三) Presentation preparation (20%)</p>	Grading	<p>1.Presentation &amp; Materials (40%)</p> <p>2.Class participation (40%)</p> <p>3.Presentation preparation (20%)</p>
教師網頁	-		
	本課程目的在於透過產業策略發展課程，對外掌握環境變化趨勢，將產業		This course is aimed to meet the change of industry environment by the

<p><b>教學內容</b></p> <p>引導往更具競爭力區塊，對內凝聚組織共識與團隊力量，透過有效合理之資源配置，使達成策略目標。這個課程將從微觀與宏觀角度，掃描過去、現在與未來所面對的產業策略發展課題(含括功能別、產業別、跨國別)，從理論發展到實務應用與執行過程全面探討，俾了解產業策略發展之全貌，在學習過程中建立整合能力與態度，進而形成自己的觀點，讓產業政策分析與策略管理之運用具更大效益。</p> <p>09/18課程簡介，產業策略發展概述 (Syllabus提供)</p> <p>10/02策略內涵與環境評估 (Strategy safari : Chap 1)</p> <p>10/16策略理論本質構面及思想發展 (Strategy safari : Chap 2~4)</p> <p>10/30策略理論巡禮 (Strategy safari : Chap 5~12)</p> <p>11/13產業發展理論與科技體制 (產業分析：Chap 1、2、10)</p> <p>11/27產業結構與產業群聚 (產業分析：Chap 3、4)</p> <p>12/11產業分工，產業價值鏈，供應鏈管理 (產業分析：Chap 5~9)</p> <p>12/25台灣產業的下一波走向/各國產業策略發展 (產業分析：Chap 11、12暨講義)</p> <p>01/08期末簡報 (學生)</p>	<p><b>Syllabus</b></p>	<p>course of industry strategy development, and guiding the industry to competitive matters more. Moreover, in order to satisfy the industry object, we can concentrate inside views and team power of the organization by reasonable resource management.</p> <p>9/18 Introduction: strategy development in the industry</p> <p>10/2 Strategic Intent and Evaluation of the Industry</p> <p>10/16 Basic Dimensions of Strategy Theory and Ideological Development</p> <p>10/30 Glance of Strategy Theory</p> <p>11/13 Industry Development and Technological Regime</p> <p>11/27 Industry Structure and Industry Cluster</p> <p>12/11 Division of Labour and Value Chain and Supply of Industry, Chain Management</p> <p>12/25 The future of Taiwan's industry/ The progress of industrial strategy of the World</p> <p>1/8 Presentation</p>
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尊重智慧財產權，請勿非法影印。