



課 綱 Course Outline
企業管理學系國際組

中文課程名稱 Course Name in Chinese	當代企業策略				
英文課程名稱 Course Name in English	Contemporary Business Strategy				
科目代碼 Course Code	BM_M0270	班 別 Degree	碩士班 Master' s		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
<p>This is an advanced and integrative course. The course provides a forum for introduction and discussion of strategic management related concepts and issues.</p> <p>The objective of this course include:</p> <ul style="list-style-type: none"> - To introduce important strategic management concepts. - To develop student' s abilities in making strategic decision analysis. - To develop student' s knowledge integration and processing abilities, integrative abilities, and communication abilities through case discussions. 					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective				
2	培養具資訊科技能力之專業經理人。 Cultivating professional managers equipped with IT management proficiency				
3	培養具人文素養之專業經理人。 Cultivating equipped with human culture professional managers				
4	培養理論與實務並重之專業經理人。 Cultivating business professionals with both theoretic expertise and practical experience				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management				●

B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management	●
C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration	●
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

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Introduction to strategy
Core concepts and analytical framework
-Crafting a company' s direction
-Evaluating a company' s external environment
-Evaluating a company' s resources, capabilities, and competitiveness
-The five generic competitive strategies
-Strengthening a company' s competitive position
-Strategies for competing in international markets
-Corporate strategies
-Implementing strategies
-Business ethics and corporate social responsibility
Case discussions

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

Qualifications and expertise: academic training in strategy.

Instrument and equipment: discussion facilities, projectors.

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

Course Requirements

Participation, home work, team project, written examination

Suggested Teaching Methods:

Interactive lecturing, case teaching

其他

Miscellaneous