



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	當代企業策略		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Contemporary Business Strategy			
科目代碼 Course Code	TRLSM0080	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/陳雯虹			
先修課程 Prerequisite				
課程描述 Course Description				
<p>This course is an advanced course for MBA students. The course provides a forum for introduction and discussion of strategy-related concepts and issues. During the course, the instructor will introduce important concepts in strategic management. Case teaching, a field trip, and discussions will be integrated to encourage students to apply concepts to real-world business situations.</p> <p>What this course is not?</p> <ul style="list-style-type: none"> <li>- This course is not a listening-only class. This course provides ample opportunities for students to present and share their learning, which has been proven to be a better way of learning.</li> </ul> <p>Note: Attending the first week's introduction class is critical to clarify the course requirements.</p>				
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"> <li>- To introduce important strategic management concepts.</li> <li>- To develop student's abilities in making strategic decision analysis.</li> <li>- To develop student's knowledge integration and processing abilities, integrative abilities, and communication abilities through case discussions.</li> </ul>				
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	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism、recreation and leisure.			
B	具備邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.			●
C	具備跨文化領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.			●
D	具備國際視野與外語能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.			●
E	善用資訊科技進行資訊蒐集、分析與統整 Use of technology for information gathering, analysis and integration.			●
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 Develop "deep recreation experience" of tourism and recreation management and planning knowledge.			○

G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.	○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	○

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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	9/15 Course Introduction (Note: Attending the first week's introduction class is critical to clarify the course requirements.)	
2	9/22 What is Strategy (Ch1) Crafting a Company's Direction (Ch2)	Announce team arrangement
3	9/29 Mid-Autumn Festival (no class)	
4	10/6 Crafting a Company's Direction (Ch2) The Five Generic Competitive Strategies (Ch5)	
5	10/13 Evaluating a Company's External Environment (ch3)	
6	10/20 Evaluating a Company's Resources, Capabilities, and Competitiveness (ch4)	
7	10/27 Strengthening a Company's Competitive Position (Ch6)	
8	11/3 Strategies for Competing in International Markets (Ch7)	
9	11/10 Case teaching: Wal-Mart in Africa (Supplemental case)	
10	11/17 Corporate Strategy (ch8)	
11	11/24 Case teaching: The Walt Disney Company: Its Diversification Strategy in 2020 (textbook case)	
12	12/1 A field trip: Visit a company in the New Taipei City (tentative) *	
13	12/8 Team Self-study Session (No formal class): Analyze the visited company's strategic issue. Prepare for Team Real-case Presentation. (The instructor will be abroad to attend an international conference this week.)	
14	12/15 Team Real-case Presentation	
15	12/22 Building an organization capable of good strategy execution (ch10) Corporate Culture and Leadership (ch12)	
16	12/29 - Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy (ch9) - Final discussion & peer evaluation	
17	1/5 Final Exam	
18	End of semester	

教學策略 Teaching Strategies

- 課堂講授 Lecture       分組討論 Group Discussion       參觀實習 Field Trip  
 其他 Miscellaneous: heuristic method of teaching, case teaching

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)       團體合作學習 (TBL)       解決導向學習 (SBL)  
 翻轉教室 Flipped Classroom       磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice       產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching       跨院系教學 Inter-collegiate Teaching  
 業師合授 Courses Co-taught with Industry Practitioners

其它 other: Heuristic method of teaching (problem-solving and discovery-based)

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	35%								
期中考成績 Midterm Exam									
期末考成績 Final Exam	25%								
作業成績 Homework and/or Assignments	20%								
其他 Miscellaneous (Team Real-case Presentation & Peer Evaluation)	20%								

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Textbook:

Thompson, A. A., Peteraf, M. A., Gamble, J. E., Strickland III, A. J. (2022) *Crafting & Executing Strategy: Concepts and Cases*, 23rd Ed., McGraw-Hill LLC: New York.

Cases:

- Supplemental case: Wal-Mart in Africa
- Textbook case: The Walt Disney Company: Its Diversification Strategy in 2020

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)

其他補充說明 (Supplemental instructions)

Note:

This course requires strong self-motivation in learning and thinking. Before each class, students are required to read the textbook, think about the preview questions, and complete the homework on time.

This course is taught in English. Please communicate in English during the whole class time.

Participation (35%):

The format of the class requires each student to take an active role in class. Your attendance is essential to a good collective learning experience. A basic participation score will be assigned for attendance in every class.

If you need to ask for leave, please complete online leave procedures. Consult the BA department assistant (Arie Chiu: ariechiu@gms.ndhu.edu.tw) regarding how to complete the online leave procedures.

If you do not complete the online leave procedures, the absence will be recorded as “absent from school for no reason”. The participation score will be significantly affected.

Grading for participation will be decided based on the attendance rate as well as in-class participation quantity and quality. Bonus scores will be given based on in-class participation quality and quantity.

Homework and Assignment (20%)

Team arrangement:

Students will be arranged into teams based on the principle of diversity. (Working with a diverse team is the best way to prepare students to engage on the global business stage.)

The arrangement of teams will be announced after the course add/drop period.

Individual homework and team discussion exercises will be designed to help students internalize learning.

Team Real-case Presentation (15%)

This course will provide an opportunity for students to visit a company and analyze strategic issues faced by the company.

After the field trip, each team should apply the analytical framework learned to conduct strategic analyses and provide suggestions.

The strategic issue and requirements of the team real-case presentation will be provided in class. Each team should make a presentation in week 14.

Note:

For the team real-case presentation, please assign one person to be the homework manager, who should manage the progress, ensure completion of the presentation in good quality, and upload the presentation on time. One labor point will be given to the homework manager.

Reminders about the format of the team presentation:

Cover information should include the course name (112-1Contemporary Business Strategy), Team Real-case Presentation, team member's class ID and nickname. Highlight the homework manager.

Use note sessions to provide detailed explanation of the slide content.

Use a light and simple background for the presentation.

Include the page number for slides.

Provide sources of information and division of labor in the final slide of the presentation.

File name: 112-1Strategy\_team presentation\_team no.

Scoring criteria of the Team Real-case Presentation (including slide contents and the notes): “completeness”, “clarity”, “depth of analysis”, “richness of data collected”, and “logics”.

Final Exam (25%):

Date: Jan. 5th (Week 17)

Case analyses and short essay questions

Not showing up during the final exam will lead to a zero score for the final exam. No excuses.

Peer Evaluation (5%):

Date: Dec. 29 (Week 16)