



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班國際組

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	TRLSM0080	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This is an advanced and integrative course. The course provides a forum for introduction and discussion of strategic management related concepts and issues. The objective of this course include: - 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	培養具國際觀之專業之人才 Build a foundation of global perspective to prepare students for being managers.				
2	培養理論與實務兼備之人才 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養創新之研發與規劃人才 Prepare students for being innovative and excellent managers.				
4	重視人格教育與培養服務及團隊精神 Emphasis on personality education to develop services and team spirit.				
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

課程大綱 Course Outline

- 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