



課 綱 Course Outline
企業管理學系博士班經營管理國際組

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| 中文課程名稱 Course Name in Chinese | 企業策略研究 | | | | |
| 英文課程名稱 Course Name in English | Seminar in Business Strategy | | | | |
| 科目代碼 Course Code | BM__D0120 | 班 別 Degree | 博士班 Ph. D. | | |
| 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 | | | | | |
| <p>The course provides a forum for introducing and discussing business strategy related concepts and areas of research. The objective of this course include:</p> <ul style="list-style-type: none"> -To introduce important concepts of business strategy. -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. -To help students explore areas of research in the strategy field. | | | | | |
| 系教育目標 Dept.' s Education Objectives | | | | | |
| 1 | 培養具國際觀之經營管理人才 To develop managerial talent with a global perspective. | | | | |
| 2 | 培養具知識整合能力之經營管理人才 To develop managerial talent with knowledge integration abilities. | | | | |
| 3 | 培養具先機掌握能力之經營管理人才 To develop managerial talent with initiative-seizing abilities. | | | | |
| 4 | 培養具人文素養之經營管理人才 To develop managerial talent with humanism quality. | | | | |
| 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 | 具備企業管理相關理論與應用的知識 Having knowledge of modern management theories and practices | | | ● | |

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| B | 具備邏輯推演、獨立思考與問題解決的能力 Having capability of logical reasoning, independent thinking, and problem solving | ● |
| C | 具備學研產官重要議題與趨勢掌握的國際觀 Having global perspective on key issues in academia, research, industry, and government | ● |
| D | 具備專業與產業的倫理洞察力與堅持 Having insights and persistence of professional and industry ethics | ○ |

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

課程大綱
Course Outline

1. Introduction to strategy
2. 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
3. Case/research 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