

國立東華大學
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	114/1
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	觀光暨休閒遊憩學系
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					
This course is an advanced course for MBA students. The course provides a forum for the introduction and discussion of strategy-related concepts and issues. During the course, the instructor will introduce important concepts in strategic management. Case teaching and team discussions will be integrated to encourage students to apply concepts to real-world business situations. What this course is not? -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. Class Time: Friday 9:10 am- 12:00 pm Place: A103, management building					
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	9/12 Course Introduction	
2	9/19 What is Strategy (Ch1) Announce the team arrangement	
3	9/26 Charting a Company' s Direction (Ch2) The Five Generic Competitive Strategies (Ch5)	
4	10/3 Evaluating a Company' s External Environment (ch3)	
5	10/10 National Day (Holiday)	
6	10/17 Evaluating a Company' s Resources, Capabilities, and Competitiveness (ch4)	
7	10/24 Taiwan Retrocession Day (Holiday)	
8	10/31 Strengthening a Company' s Competitive Position (Ch6)	
9	11/7 Strategies for Competing in International Markets (Ch7)	Homework Reminders Read the case: Wal-Mart in Africa (Supplemental case) and answer preview questions
10	11/14 Case teaching: Wal-Mart in Africa (Supplemental case) Reference videos (YouTube) - Walmart's Push into Africa - Walmart: Can the World' s Largest Retailer Keep Growing?	Homework Reminders Review peer evaluation items.
11	11/21 Corporate Strategy (ch8)	
12	11/28 Case teaching: The Walt Disney Company: Its Diversification Strategy in 2020 (textbook case 21) Reference videos (YouTube) -The Walt Disney Company Disney' s Bob Iger Discusses the Future of Interactive Storytelling -Disney Chairman and CEO Bob Iger Shares Thoughts on Leading	Homework Reminders Read the textbook case (Case 21): The Walt Disney Company and answer preview questions
13	12/5 team self-study and case discussion *The instructor is abroad for an international conference. Guidelines for the team self-study and case discussion will be provided.	
14	12/12 Building an organization capable of good strategy execution (ch10) Corporate Culture and Leadership (ch12)	Homework Reminders Read the textbook case (Case 6): TOMS Shoes and answer preview questions
15	12/19 Case teaching: TOMS Shoes: Expanding Its Successful One For One Business Model (textbook case 6) Reference videos (YouTube) -TOMS Founder on One-for-One Method: I was bad at math -The Rise And Fall Of TOMS	Homework Reminders Upload the team's presentation file to e-learning by Dec. 23rd, 23:00

16	12/26 Team presentation, final discussion, & peer evaluation	
17	1/2 Final Exam	
18	Flexible	

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: 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:

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(含出缺席) General Performance (Attendance Record)	35%								attendance and in-class participation
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 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 : - Wal-Mart in Africa (Supplemental case) - The Walt Disney Company: Its Diversification Strategy in 2020 (textbook case 21) - TOMS Shoes: Expanding Its Successful One For One Business Model (textbook case 6)									
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.)									

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 the NDHU online leave procedures. Consult the BA department assistant (Arie Chiu: ariechiu@gms.ndhu.edu.tw) regarding how to complete the NDHU 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 the quantity and quality of in-class participation. 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 or team discussion exercises will be designed to help students internalize learning.

Team presentation (15%)

- This course will provide an opportunity for students to work with team members to self-study a case and analyze strategic issues faced by the company.
- Guidelines for the team self-study and case discussion as well as requirements of the team case presentation will be provided.

Note:

- For the team 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 (114-1Contemporary Business Strategy), Team Presentation: Case Title, team member's class ID and nickname. Highlight the homework manager.
- Use the note session of the slide to provide detailed explanations of the slide content.
- Use a light-colored and simple background for the presentation slide.
- Include page numbers for slides.
- Provide sources of information and division of labor in the final slide of the presentation.
- File name: 114-1strategy_team presentation_team no.
- Scoring criteria of the Team Presentation (including slide contents and the explanations in the note session): "completeness", "clarity", "depth of analysis", "richness of data collected", and "logics".

Peer Evaluation (5%):

- Date: Dec. 26 (Week 16)
- Behaviorally anchored rating scales will be used for peer evaluation.

Final Exam (25%):

- Date: Jan. 2nd (Week 17) (Place: TBD)
- 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.

Instructor:

Dr. Wein-Hong Chen

Office hours (Please make an appointment in advance): 14:00-16:00 on Fridays

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