

開南大學 96 年度第 2 學期 企管系 學系科目教學計劃表

科目代	科目名稱	授課教師	修別	開課年級	學分數	每週時數
	中文：企業政策	傅啓榮	必修	企管系進修部 三年級	3	3
	英文：Strategic Management The theme of this course is the development and implementation of strategy. It will apply to develop strategic plans and engage in strategic management. The process is to integrate the knowledge that students have acquired to this point in order to develop an understanding of how an entire organization functions and give students an opportunity to develop and exhibit analytical, management and leadership abilities. The primary learning objective for this course is to improve students' ability to understand and reason through strategic organizational issues. To convey these ideas and practice these skills, a variety of teaching methods will be used including lectures, in-class exercises, games, tests and quizzes, written and oral presentations, case studies, etc.	先修課程 無				
教學目標與內容	<p>實施方法：講解法。□實作法。■討論法。■演習法。■問答法。□其他()。</p> <p>評量方法：期中測驗10%。期末測驗10%。平時測驗15%。平時成績45%。其他(報告)成績20%。</p> <p>授課使用及參考書籍：(請茲作者、書名、版別、出版社、發行地、出版年份、起訖頁數順序填寫)。</p>					
科目簡介(可含大綱及教學進度)：	<p>Hill/ Strategic Management Theory: An Integrated Approach 6/e, 華泰文化代理</p>					
Week	Subject	Date	Day	Time	Memo	
1	No class (Will makeup later)	26-Feb				
2	The Strategic Management Process	4-Mar				
3	External Analysis; Internal Analysis	11-Mar				
4	Competitive Advantage Through Functional Strategy	18-Mar				
5	Competitive Advantage Through Business Strategy	25-Mar				
6	Competitive Advantage Through Business Strategy	1-Apr				
7	Competitive Strategy and the Industry Environment	8-Apr				
8	Competitive Strategy and the Industry Environment	15-Apr				
9	Midterm Exam	22-Apr		18:30-20:55		
10	Strategy in High-Tech Industry	29-Apr				
11	Strategy in the Global Environment	6-May				
12	Horizontal Integration, Vertical Integration	13-May				
13	Diversification, Acquisitions, and New Ventures	20-May				
14	Corporate Performance, Governance, and Ethics	27-May				
15	Companies That Compete in a Single Industry	3-Jun				
16	Companies That Compete Across Industries	10-Jun				
17	Review	17-Jun				
18	終場考試	24-Jun				

說明：1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師研習課程委員會召集人，授課班級所屬系、所及教務處課務組，並於開始上課時，將本內容向學生說明。2. 本表於91.4.23第四次校課程委員會討論通過。

授課教師：傅啓榮

課程委員會召集人：企管系系主任(乙)
主任盧心亮(乙)

課務組 郭惠嫻 組員

課務組 97.3.7 收文章

課務組 郭惠嫻

37