

開南大學 95 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
101031000	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. ■講解法。■實作法。■討論法。■演習法。■問答法。■其他( )。 ■期中測驗20%。期末測驗20%。平時測驗10%。平時成績10%。其他(報告)成績40%。 (請按作者、書名、版別、出版社、發行地、出版年份、起訖頁數順序填寫)。	先修課程				
	實施方					
	評量方					
	授課使用及參考書籍					
科目簡介(可含大綱及教學進度)： Hill/ Strategic Management Theory: An Integrated Approach 6/e, 華泰文化代理						
Week	Subject	Date	Day	Time	Memo	
1	No. class (Will makeup later)		2-Mar			
2	The Strategic Management Process		9-Mar			
3	External Analysis; Internal Analysis		16-Mar			
4	Competitive Advantage Through Functional Strategy		23-Mar			
5	Competitive Advantage Through Business Strategy		30-Mar			
6	No. class		6-Apr			
7	Competitive Strategy and the Industry Environment		13-Apr			
8	Group presentation 1		20-Apr			
9	Midterm Exam		27-Apr			
10	Strategy in High-Techology Industries		4-May			
11	Strategy in the Global Environment		11-May			
12	Horizontal Integration, Vertical Integration		18-May			
13	Diversification, Acquisitions, and New Ventures		25-May			
14	Corporate Performance, Governance, and Ethics		1-Jun			
15	Companies That Compete in a Single Industry		8-Jun			
16	Companies That Compete Across Industries		15-Jun			
17	Group presentation 2		22-Jun			
18	Final Exam		29-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，影印分送給教師所屬課程委員會召集人，授課級所屬系，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91.4.2號四次校務會議委員會討論通過。 課程委員會召集人：企管系系主任 傅啓榮 授課教師：傅啓榮						

課務組  
96.3.28

課務組 鄭惠 冊