

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
161030200	中文：策略管理	傅啓榮	選修	企管系在職部 一年級	3	3
	英文：Strategic Management	先修課程		無		
教學目標與內容	<p>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.</p> <p>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</p>					
實施方法	<p>講解法。□實作法。■討論法。■演習法。■問答法。□其他()。</p>					
評量方式	<p>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%。</p>					
授課使用及參考書籍	<p>(請按作者、書名、版別、出版社、發行人、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 make up)			
2	The Strategic Management Process		6-Mar	9-Mar		
3	External Analysis: Internal Analysis		13-Mar	16-Mar		
4	Competitive Advantage Through Functional Strategy		20-Mar	23-Mar		
5	Competitive Advantage Through Business Strategy		27-Mar	30-Mar		
6			3-Apr	No Class		
7	Competitive Strategy and the Industry Environment		10-Apr	13-Apr		
8	Group presentation 1		17-Apr	20-Apr		
9	Midterm Exam		24-Apr	No Class	18:30-20:00	
10	Strategy in High-Technology Industries		1-May	4-May	20:55-21:40	
11	Strategy in the Global Environment		8-May	11-May		
12	Horizontal Integration, Vertical Integration		15-May	18-May		
13	Diversification, Acquisitions, and New Ventures		22-May	25-May		
14	Corporate Performance, Governance, and Ethics		29-May	1-Jun		
15	Companies That Compete in a Single Industry		5-Jun	8-Jun		
16	Group presentation 2		12-Jun	15-Jun		
17	Companies That Compete Across Industries		No Class	22-Jun		
18	Final Exam		26-Jun	No Class		

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，授課班級教師所屬系、所及教務處職務組，並於開始上課時，將本內容向學生說明。2.本表於91.4.2號四次校課程委員會討論通過。

課程委員會召集人：企管系系主任 傅啓榮

授課教師：傅啓榮

企管系系主任 傅啓榮

教務處 郭惠嫻 辦事

課務組 96.3.26