0991學期 課程基本資料

系所 / 年級 | 經管系博士班 1年級
學分數 | 3學分
講 / 班別 | 98D00001 / A

科目中文名稱 | 企業策略理論
科目英文名稱 | Business Strategy Theory

主要授課老師 | 林煥達
開課期間 | 一學年之全學期

人數上限 | 12人
已選人數 | 9人

起始週 / 結束週 / 上課地點 / 上課時間
第1週 / 第18週 / A110 / 星期2第02節
第1週 / 第18週 / A110 / 星期2第03節
第1週 / 第18週 / A110 / 星期2第04節

教學綱要

一、教學目標（Objective）
1. To indicate the importance of the dynamic perspective on competitive strategies.
2. To describe the role of strategic leadership and its meaning in making formulating business strategies.
3. How to implement the strategies and how to evaluate the performance of business strategies.

二、先修科目（Pre Course）
A. Mason A. Carpenter Wm. Gerard Sanders—Strategic Management PART ONE: STRATEGY AND STRATEGIC LEADERSHIP IN DYNAMIC TIMES
1. Introducing Strategic Management
2. Leading Strategically Through Effective Vision and Mission
3. PART TWO: THE INTERNAL AND EXTERNAL ENVIRONMENT OF STRATEGY
4. Examining the Internal Environment: Resources, Capabilities, and Activities
5. Exploring the External Environment: Macro and Industry Dynamics
6. PART THREE: BUSINESS, CORPORATE, AND GLOBAL STRATEGIES
7. Creating Business Strategies
8. Studying Mergers and Acquisitions
9. Understanding Alliances and Cooperative Strategies
10. Studying Mergers and Acquisitions
11. Organizational Structure, Systems, and Processes
12. Considering New Ventures and Corporate Renewal
13. Corporate Governance in the Twenty-First Century
14. The Technology Factor
15. Formulating and Implementing a Strategy for Growth
16. Analyzing the competition
17. Defining an Effective Organization
18. Managing Human Resources
19. Implementing Business Strategy

B. Willie Chien Stan Shih Po-Young Chu—BUSINESS GROWTH STRATEGIES FOR ASIA PACIFIC PART 1: A Macroscopic View of the Asia Pacific Region
1. Strategic Viewpoints on Asia Pacific Region
2. Case Study: GE vs. Haier
3. Understanding Asian Culture and Business Practice
4. Case Study: Singapore Airlines vs. British Airways
5. Asia Market Opportunities
6. Analyzing the competition
7. The Technology Factor
8. Formulating and Implementing a Strategy for Growth
9. Chapter 7 Formulating and Implementing a Strategy for Growth
10. Chapter 8 Strategic options for Investment
11. Chapter 9 Defining an Effective Organization
12. Managing Human Resources
13. Implementing Business Strategy

請各位同學遵守智慧財產權觀念：請勿非法影印。
六、教學進度 (Syllabi)

2010/10/5
CL:HWCGDWAIIA,PH.D.(Chapter3)、TMS(3)、SPPANO(2)

2010/10/12
SM(4)、BGSAP(Chapter3)、WDCS(Chapter2)、CL:HWCGDWAIIA,PH.D.(Chapter4)、TMS(4)、SPPANO(3)

2010/10/19
SM(4)、BGSAP(Chapter4)、WDCS(Chapter5)、CL:HWCGDWAIIA,PH.D.(Chapter4)、TMS(5)、SPPANO(4)

2010/10/26
SM(5)、BGSAP(Chapter5)、WDCS(Chapter5)、CL:HWCGDWAIIA,PH.D.(Chapter5)、TMS(6)、SPPANO(5)

2010/11/2
SM(5)、BGSAP(Chapter6)、CL:HWCGDWAIIA,PH.D.(Chapter5)、TMS(7)、SPPANO(6)

2010/11/9
Mid-Term Exam

2010/11/16
SM(6)、BGSAP(Chapter7)、WDCS(Chapter6)、CL:HWCGDWAIIA,PH.D.(Chapter6)、TMS(8)、SPPANO(7)

2010/11/23
SM(7)、BGSAP(Chapter8)、WDCS(Chapter6)、CL:HWCGDWAIIA,PH.D.(Chapter6、8)、TMS(9)、SPPANO(8)

2010/11/30
SM(8)、BGSAP(Chapter9)、WDCS(Chapter9)、CL:HWCGDWAIIA,PH.D.(Chapter8)、TMS(10)、SPPANO(9)

2010/12/7
SM(9)、BGSAP(Chapter10)、WDCS(Chapter9)、CL:HWCGDWAIIA,PH.D.(Chapter10)、TMS(11、12)、SPPANO(10)

2010/12/14
SM(10)、BGSAP(Chapter11)、WDCS(Chapter10)、CL:HWCGDWAIIA,PH.D.(Chapter10)、TMS(13)、SPPANO(11)

2010/12/21
SM(11)、WDCS(Chapter10)、CL:HWCGDWAIIA,PH.D.(Chapter12)、HBRSG(1)、TMS(14)、SPPANO(12)

2010/12/28
SM(12)、WDCS(Chapter16)、CL:HWCGDWAIIA,PH.D.(Chapter12)、HBRSG(2)、TMS(15)

2011/1/4
SM(13)、WDCS(Chapter16)、HBRSG(3)、TMS(16、17)

2011/1/11
Final Exam

七、評量方式 (Evaluation)
Cases homeworks(15) 30%  Mid-term Exam(1) 30%  Final project(1) 40%

八、講義網址 (http://)

九、教育目標