

# 100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	高科技事業經營策略	Serial No. / ID	0728 / IEI4115
Dept.	工業工程與科技管理學系	School System / Class	大學日間部4年1班
Lecturer	黃文聰	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)567 / H505	Language	Chinese

Introduction
<ol style="list-style-type: none"><li>1.Introducing about the definition, the importance to economic development, the properties, the present, and the advantage of hi-tech.</li><li>2.Using the innovation strategy and framework to delineate the relationship of service innovation, technology integration, and technology, product, market.</li><li>3.Supplying the methods of enterprise competition analysis and innovation mechanism and organization to innovation operation and knowledge service industry.</li></ol>

Outline
<ol style="list-style-type: none"><li>1.Industrial analysis model introduced</li><li>2.Introduction competitive strategy model</li><li>3.High-tech industry definition, scope, market segmentation</li><li>4.High-tech industry status and future development trends</li><li>5.High-tech industries upstream and downstream value chain associated with the leading manufacturers and competitor analysis</li><li>6.Conditions of high-tech industry-leading analysis and source of competitive advantage</li><li>7.Analysis of high-tech industry key success factors</li><li>8.Analysis of high-tech industry Cost and competitor</li><li>9.Actual cases analysis of High-tech industry</li></ol>

Prerequisite
Technical management introduction