

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理專題研討	Serial No. / ID	1368 / MDR5116
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	謝龍發	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)ABC / B101	Language	Chinese

Introduction

The aim of this course is to provide fundamental theories for those who are going to pursue strategy research. This course will cover various streams of the theory of firm and will discuss the usefulness and limitation of different theoretical perspectives in resolving strategic challenges faced by modern corporations. The course design could provide students a comprehensive review on the field of strategic management as a research discipline.

Outline

- 1.Orientation and strategy research
- 2.Theories of firm
- 3.Corporate Strategy

Prerequisite

.