

# 100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	2036 / BAM3051
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	王學銘	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)234 / B304	Language	Chinese

Introduction	
This course introduce basic theories and concepts, as well as recently trends of strategic management. In order to help students to think differently, this course use interactive case study.	

Outline	
1 Course introduce	
2 Interduce to strategic management	
3 ch01 Definition of Strategic Management & Strategic Management Process	
4 ch02 Exteral environment Evaluation	
5 ch03 Internal Capabilities Evaluation	
6 ch04 Cost Leadership	
7 ch05 Differentiation	
8 ch05 Differentiation	
9 Midterm Exam	
10 ch06 Vertical Integration	
11 ch07 Diversification	
12 ch08 Diversify Organizations	
13 ch09 Strategic Alliances	
14 ch10 Merge and Aquisition	
15 ch11 International Strategy	
16 ch11 International Strategy	
17 Review	
18 Finalterm Exam	

Prerequisite	
Management. must have basic concept in management.	