

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	1540 / BAB2007
Dept.	企業管理學系	School System / Class	進修學士班3年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)AB / B304 (二)B / B304	Language	Chinese

Introduction
Strategic management is a field that deals with the major intended and emergent initiatives taken by general managers on behalf of owners, involving utilization of resources, to enhance the performance of firms in their external environments.

Outline
Part 1: THE TOOLS of STRATEGIC ANALYSIS Strategy and the Strategic Management Process
Part 2: BUSINESS-LEVEL STRATEGIES
Cost Leadership
Product Differentiation
Part 3: CORPORATE STRATEGIES
Vertical Integration
Corporate Diversification
Strategic Alliances
Mergers and Acquisitions

Prerequisite
Fundamental management