

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	高科技事業經營策略	Serial No. / ID	0810 / IEI4115
Dept.	工業工程與管理學系	School System / Class	大學日間部4年1班
Lecturer	黃詩詠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)567 / H540	Language	Chinese

Introduction

1. Intrducing about the definition, the importance to economic development, the properties, the present, and the advantage of hi-tech.
2. Using the innovation strategy and framework to delineate the relationship of service innovation, technology integration, and technology, product, market.
3. Supplying the methods of enterprise competition analysis and innovation mechanism and organization to innovation operation and knowledge service industry.

Outline

1. Industrial analysis model introduced
2. Introduction competitive strategy model
3. High-tech industry definition, scope, market segmentation
4. High-tech industry status and future development trends
5. High-tech industries upstream and downstream value chain associated with the leading manufacturers and competitor analysis
6. Conditions of high-tech industry-leading analysis and source of competitive advantage
7. Analysis of high-tech industry key success factors
8. Analysis of high-tech industry Cost and competitor
9. Actual cases analysis of High-tech industry

Prerequisite

Technical management introduction