

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	2926 / IBB2007
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	趙子巖	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)ABC / B204	Language	Chinese

## Introduction

This course guides students with management perception to identify industrial background and worldwide surroundings that modern businesses are confronted with. Strategic management theories and analytical approaches are employed for students to build corporate resources and capabilities portfolios. This course is intended to provide students with pragmatic approaches, strategic mindset and logical analysis abilities through interactive team works and course lectures focusing on challenges of strategy planning and decision making.

## Outline

- 1、 Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage
- 2、 External Analysis: The Identification of Opportunities and Threats
- 3、 Internal Analysis: Distinctive Competencies, Competitive Advantage, and Profitability
- 4、 Building Competitive Advantage Through Functional-Level Strategy
- 5、 Building Competitive Advantage Through Business-Level Strategy
- 6、 Business-Level Strategy and the Industry Environment
- 7、 Strategy and Technology
- 8、 Strategy in the Global Environment
- 9、 mid-term test
- 10、 Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing
- 11、 Corporate-Level Strategy: Related and Unrelated Diversification
- 12、 Corporate Performance, Governance, and Business Ethics
- 13、 Implementing Strategy in Companies that Compete in a Single Industry
- 14、 Implementing Strategy in Companies that Compete Across Industries and Countries
- 15、 Making Global Competitive Moves.
- 16、 Regional Strategy.
- 17、 Conducting a Global Strategy Analysis.
- 18、 Final Exam

## Prerequisite

General managerial knowledge covering Business Administration, Management Principles, International Business Management and fundamental knowledge on functional management (Production, Sales & Marketing, Human Resource, Finance).