

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	1428 / BAR5015
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	羅世輝	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)234 / J114	Language	Chinese

Introduction
Strategic management is an integrated subject, also is the most important management knowledge for Top managers. This course is to help learners to understand the fundamental framework of strategic management process, and its application in management issues.

Outline
Introduction to SM The Strategic Management Process External Analysis Internal Analysis Functional-Level Strategy Business-Level Strategy Industry Environment Strategy in High-Tech. Industries Strategy in Global Environment Corporate Strategy I Corporate Strategy II Corporate Performance, Governance, and Business Ethics Implementing Strategy in Companies That Compete in a Single Industry

Prerequisite
management