

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	產業分析	Serial No. / ID	2300 / NGR3099
Dept.	工業工程與管理學系碩士班	School System / Class	研究所碩士班1年2班
Lecturer	葉子明	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(日)234 / H	Language	Chinese

Introduction
Let students understand the theory of industry analysis, familiar with the industry analysis analytical skills, ability to develop analytical thinking and enhance understanding of the industry.

Outline
1.introduction of Industry Analysis and Management 2.Hi-tech Industry in taiwan 3.process of industry Analysis and Management 4.PEST analysis 5.Five Forces Model 6.SWOT analysis 7.Boston Consultant Group model 8.GE business screen matrix 9.Michael Porter diamond Model 10.case study

Prerequisite
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