

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理專題	Serial No. / ID	2727 / GMN7032
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年9班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(日)123 / B102	Language	Chinese

Introduction
This course introduce modern concepts, as well as recently trends of strategic management. In order to help students to think differently, this course use interactive case study.

Outline
<ol style="list-style-type: none">1. Introduction2. Review of strategic management3. Economic and social environment4. Innovation and cultural environment5. Horizontal, vertical integration and diversification6. Business ethic and social responsibility7. Co-opertition and strategic alliances

Prerequisite
Basic concepts in management