

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	1110 / BAM3051
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	杜強國	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)1 / B301 (三)34 / B301	Language	Chinese

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

Outline
1 Course introduce
2 Interduce to strategic management
3 ch01 Definition of Strategic Management & Strategic Management Process
4 ch02 Exteral environment Evaluation
5 ch03 Internal Capabilities Evaluation
6 ch04 Cost Leadership
7 ch05 Differentiation
8 ch05 Differentiation
9 Midterm Exam
10 ch06 Vertical Integration
11 ch07 Diversification
12 ch08 Diversify Organizations
13 ch09 Strategic Alliances
14 ch10 Merge and Aquisition
15 ch11 International Strategy
16 ch11 International Strategy
17 Review
18 Finalterm Exam

Prerequisite
Management. must have basic concept in management.