

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

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 策略管理          | Serial No. / ID       | 2683 / GMN5102 |
| Dept.             | 管理學院碩士在職專班    | School System / Class | 碩士在職專班1年1班     |
| Lecturer          | 羅世輝           | Full or Part-time     | 專任             |
| Required / Credit | Required / 3  | Graduate Class        | NO             |
| Time / Place      | (二)ABC / B304 | Language              | Chinese        |

| Introduction   |
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| <p>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.</p> |

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

| Prerequisite |
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| Management   |