

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	高科技事業經營策略	Serial No. / ID	1250 / IEI4115
Dept.	工業工程與科技管理學系	School System / Class	大學日間部4年1班
Lecturer	黃文聰	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)234 / H543	Language	Chinese

Introduction
<p>1. Intrducing about the definition, the importance to economic development, the properties, the present, and the advantage of hi-tech.</p> <p>2. Using the innovation strategy and framework to delineate the relationship of service innovation, technology integration, and technology, product, market.</p> <p>3. Supplying the methods of enterprise competition analysis and innovation mechanism and organization to innovation operation and knowledge service industry.</p>

Outline
<p>1. Industrial analysis model introduced</p> <p>2. Introduction competitive strategy model</p> <p>3. High-tech industry definition, scope, market segmentation</p> <p>4. High-tech industry status and future development trends</p> <p>5. High-tech industries upstream and downstream value chain associated with the leading manufacturers and competitor analysis</p> <p>6. Conditions of high-tech industry-leading analysis and source of competitive advantage</p> <p>7. Analysis of high-tech industry key success factors</p> <p>8. Analysis of high-tech industry Cost and competitor</p> <p>9. Actual cases analysis of High-tech industry</p>

Prerequisite
Technical management introduction