

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	2695 / MTB2003
Dept.	行銷與流通管理學系	School System / Class	進修學士班3年1班
Lecturer	杜強國	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)ABC / B409	Language	Chinese

Introduction
Strategic management is a field that deals with the major intended and emergent initiatives taken by general managers on behalf of owners, involving utilization of resources, to enhance the performance of firms in their external environments.

Outline
Part 1: THE TOOLS of STRATEGIC ANALYSIS Strategy and the Strategic Management Process
Part 2: BUSINESS-LEVEL STRATEGIES
Cost Leadership
Product Differentiation
Part 3: CORPORATE STRATEGIES
Vertical Integration
Corporate Diversification
Strategic Alliances
Mergers and Acquisitions

Prerequisite
Fundamental management