

99-1 Preliminary Syllabus, Da-Yeh Univ

Information

Title	策略管理	Serial No. / ID	1768 / BAM3051
Dept.	企業管理學系	School System / Class	大學日間部4年2班
Lecturer	杜強國	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(一)56 / B304 (二)8 / B304	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.