

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	1769 / BAM3051
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(三)34 / B304 (四)8 / B302	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
<ol style="list-style-type: none"> 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.