

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	2723 / GMN5102
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年6班
Lecturer	吳岱樺	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)ABC / Z999	Language	Chinese

Introduction

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.

Outline

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

Prerequisite

Management