

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	策略管理	Serial No. / ID	1343 / BAR5015
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	羅世輝	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)567 / J114	Language	Chinese

Introduction
<p>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 fundamentall framework of strategic management process, and its application in management issues.</p>

Outline
<p>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</p>

Prerequisite
management