

98-2 大葉大學 完整版課綱 - 上課進度

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	Introduction to strategic management	20				80
2	Strategic leadership: managing the strategy-making process for competitive advantage	20				80
3	External analysis: the identification of opportunities and threats	20				80
4	Internal analysis: distinctive competencies, competitive advantage, and profitability	20				80
5	Building competitive advantage through functional-level strategy	20				80
6	Building competitive advantage through business-level strategy	20				80
7	Business-level strategy and the industry environment	20				80
8	Strategy in high-technology industries	20				80
9	Strategy in the global environment	20				80
10	Corporate-level strategy: horizontal integration, vertical integration, and strategic outsourcing	20				80
11	Corporate-level strategy: formulating and implementing related and unrelated diversification	20				80
12	Corporate performance , governance, and business ethics	20				80
13	Implementing strategy in companies that compete in a single industry	20				80
14	Implementing strategy in companies that compete across industries and countries	20				80
15	期末討論	20				80
16	期末討論	20				80
17	期末討論	20				80
18	期末討論	20				80

