

表二

104 學年度 商 學院 英語授課課程大綱

<p>課程名稱 Course Title</p> <p><input checked="" type="checkbox"/> 模組 <input type="checkbox"/> 個別</p>	<p>(中文) 企業政策</p> <p>(英文) Business Policy</p>
<p>課程目標 Course Objectives</p>	<ol style="list-style-type: none"> 1.To synthesize the knowledge gained in previous courses and to integrate the functional courses and make business decisions that view the company as a whole. 2.To analyze business situations from the point of view of the practicing general manager. 3.To develop an understanding of fundamental concepts in strategic management. 4.To enhance the ability to compare and contrast between theories. 5.To obtain familiarity with tools of industry and strategy analysis. 6.To develop the capability of applying the theories and techniques on strategic management to the real business world.
<p>課程大綱 Course Description</p>	<ol style="list-style-type: none"> 1. The fundamental concept of strategy and strategic management. 2. Strategic planning and formulation process. 3. Business strategy (competitive strategy/ competitive positioning and strategy) 4. Resource, competence, and competitive advantages. 5. Environmental and industry analysis. 6. Corporate strategy 7. Strategic alliances and cooperation strategy. 8. Competitive dynamics and cooperation strategy 9. Growth strategy 10. Theoretical review: Historical Evolution in Strategic Management
<p>上課進度 Weekly Course Schedule</p>	<ol style="list-style-type: none"> 1.Course Introduction What is strategy? Grouping 2.The fundamental concept of strategy and strategic management 3.Strategic Planning and formulation process 4.Competitive strategy (Business strategy) 5.Competitive positioning and strategy Zara: Fast fashion (HBS 9703497) 6.Resource, competence, and competitive advantage 7.Environmental and industry analysis 8.Environmental and industry analysis 9.Cola Wars Continue: Coke and Pepsi in 2010 (HBS711462) 10.Corporate strategy and diversification 11.Growth strategy Case: Leveraged growth: Expanding sales without sacrificing profits (HBR R0210E) 12.Strategic alliances and cooperation strategy 13.Competitive dynamics 14.Coopetition strategy Case 15.Theoretical review: Historical Evolution in Strategic Management I 16.Theoretical review: Historical Evolution in Strategic Management II 17.Final Exam/report
<p>教學方式 Instructional Method</p>	<p>30% - Lecturing 70% - Case Discussion</p>
<p>課程要求 Course Requirements</p>	<ol style="list-style-type: none"> 1. Fill personal data in the student card and hand in a 2-inch photo. 2. Each class is divided into two sessions. There is a 20-minute break between

	<p>two sessions.</p> <p>3. Students are expected to read the textbook and to prepare all the cases by individual and by group before the class.</p> <p>4. Participation in class discussion is highly encouraged. The instructor will make cold calls to ensure students' efforts on the course.</p> <p>5. Please do not miss classes and no entry if late for more than 5 minutes.</p> <p>6. Consider dropping the course if you miss the class for more than TWO TIMES.</p> <p>7. Switch off cellular phones.</p> <p>8. No food in the classroom (drinks and water are permitted).</p> <p>9. The use of laptop is strongly discouraged during the class unless the instructor asks for.</p> <p>10. No entry for late attendance for the final exam (10 minutes).</p> <p>11. Please upload all assignments or reports in the NCCU E-learning website. Late submission of assignments will NOT BE ACCEPTED.</p> <p>12. References are required in all assignments. No packing for assignments is needed.</p> <p>13. Groups will be organized under the instructor's rule. Each group composes 4-6 persons.</p>
<p>評量方式 Evaluation</p>	<p>- Absence: 30%</p> <p>- Summary of Textbook: 30% (by Group)</p> <p>- Case discussion quality: 30%</p> <p>- Final exam/report 10%</p>
<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>Harvard case textbook</p>

申請教師簽章：

金管系黃家齊
系主任

開課單位主管簽章：

金管系黃家齊
系主任