

# 南台科技大學 100 學年度第 1 學期課程資訊

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| 課程名稱   | 策略規劃與高階管理  |
| 課程編碼   | N0Q02301   |
| 系所代碼   | 0N   |
| 開課班級   | 商管碩士班二甲  |
| 開課教師   | 林育理  |
| 學分     | 3.0  |
| 時數     | 3  |
| 上課節次地點 |  |
| 必選修    | 必修   |
| 課程概述   | Strategic management is an organizational process that focuses on the manner in which an organization achieves sustainable competitive advantage. As the result, strategic management focuses on how all the separate functional disciplines in an organization                |
| 課程目標   | On completion of this course you will be able to:<br>identify and define the strategic management process;<br>conduct an environment analysis and a resource audit;<br>examine the nature of strategic choice from a wide frame of reference;<br>develop a strategic plan.     |
| 課程大綱   | 1 策略管理<br>2 外部環境分析<br>3 內部環境分析<br>4 事業層級策略<br>5 策略的競爭本質<br>6 公司層級策略<br>7 收購與合併<br>8 海外策略<br>9 合作型策略管理<br>10 公司治理   |
| 英文大綱   | 1 strategic management<br>2 analysis of the external environment<br>3 analysis of the internal environment<br>4 strategy at the business level<br>5 the competitive nature of strategy<br>6 strategy at the corporate level<br>7 acquisitions and mergers<br>8 strategy abroad |

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|        | 9 cooperative strategic management<br>10 corporate governance |
| 教學方式   | 課堂教授,分組討論,口頭報告,專題演講,實務操作,                                     |
| 評量方法   | 自行設計測驗,作業／習題練習,實作評量,口頭報告,課堂討論,課程參與度(出席率),                     |
| 指定用書   |   |
| 參考書籍   |   |
| 先修科目   |   |
| 教學資源   |   |
| 注意事項   |   |
| 全程外語授課 | 0   |
| 授課語言 1 | 華語  |
| 授課語言 2 |   |
| 輔導考照 1 |   |
| 輔導考照 2 |   |