

南臺科技大學 105 學年度第 1 學期課程資訊

課程名稱	策略管理
課程編碼	N0M01001
系所代碼	0N
開課班級	碩商管國際二甲
開課教師	胡中州
學分	3.0
時數	3
上課節次地點	二 6 7 8 教室 E0604
必選修	必修
課程概述	This course emphasizes on the concept of strategy formulation and implementation by integrating and aligning various business functions to achieve a long-term competitive advantage. It serves as an opportunity to develop knowledge and skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students learn about business planning and the implementation of organizational change through structures, systems and people. The teaching approaches adopted are lecture, case studies, and guest speaking.
課程目標	
課程大綱	<ol style="list-style-type: none"> 1. Mastering Strategy: Art and Science 2. Leading Strategically 3. Evaluating the External Environment 4. Managing Firm Resources 5. Selecting Business-Level Strategies 6. Supporting the Business-Level Strategy: Competitive and Cooperative Moves 7. Competing in International Markets 8. Selecting Corporate-Level Strategies 9. Executing Strategy through Organizational Design 10. Leading an Ethical Organization: Corporate Governance, Corporate Ethics, and Social Responsibility
英文大綱	<ol style="list-style-type: none"> 1. Mastering Strategy: Art and Science 2. Leading Strategically 3. Evaluating the External Environment 4. Managing Firm Resources 5. Selecting Business-Level Strategies 6. Supporting the Business-Level Strategy: Competitive and Cooperative Moves 7. Competing in International Markets

	8. Selecting Corporate-Level Strategies 9. Executing Strategy through Organizational Design 10. Leading an Ethical Organization: Corporate Governance, Corporate Ethics, and Social Responsibility
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	Any basic level course of organization behavior and management.
教學資源	
注意事項	
全程外語授課	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	