

國立中山大學 111學年度第1學期 課程教學大綱

National Sun Yat-sen University 111Academic year1st Semester Course syllabus

中文名稱 Course name(Chinese)	企業經營策略			課號 Course Code	EMBA908
英文名稱 Course name(English)	BUSINESS POLICY AND STRATEGY				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
授課教師 Instructor	方至民			學分 Credit	3

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：

尚未建立傳染性肺炎(武漢肺炎)課程評分方式〔評分標準及比例〕

課程大綱 Course syllabus

- 本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

Environmental analysis, introduction of strategy theory, diversification strategy, strategic alliance, mergers and acquisitions, etc.

課程目標 Objectives

To enable students to have a deeper understanding of the meaning of strategic management

授課方式 Teaching methods

Teaching and discussion

評分方式〔評分標準及比例〕 Evaluation (Criteria and ratio) 等第制單科成績對照表 [letter grading reference](#)

1.課堂說明In class participation : 100%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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Self-editing handout, domestic and international journals

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2022/09/04~2022/09/10	Course introduction
2	2022/09/11~2022/09/17	Introduction to strategy
3	2022/09/18~2022/09/24	Strategy program
4	2022/09/25~2022/10/01	External Environmental Analysis - Market
5	2022/10/02~2022/10/08	External Environmental Analysis - Competition
6	2022/10/09~2022/10/15	External Environmental Analysis - Five Force Analysis
7	2022/10/16~2022/10/22	RBV 1
8	2022/10/23~2022/10/29	RBV 2
9	2022/10/30~2022/11/05	Competitive positioning
10	2022/11/06~2022/11/12	management mode
11	2022/11/13~2022/11/19	Introduction to dynamic competition
12	2022/11/20~2022/11/26	Innovation and strategy
13	2022/11/27~2022/12/03	Diversification
14	2022/12/04~2022/12/10	Diversification
15	2022/12/11~2022/12/17	Vertical integration
16	2022/12/18~2022/12/24	Horizontal integration
17	2022/12/25~2022/12/31	Merger
18	2023/01/01~2023/01/07	Final exam

課業討論時間 Office hours

時段1 Time period 1:
 時間 Time : 星期二10:00~ 12:00
 地點 Office/Laboratory : 管3023
 時段2 Time period 2 :
 時間 Time : 星期六10:00~ 12:00
 地點 Office/Laboratory : 管3023

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養之能力與素養 This course enables students to achieve.	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/ assignment/ work or experiment.	群組書面報告、作業、作品、實驗 Group report/ assignment/ work or experiment.	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/ on-campus activities and competitions.	課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.											
2.高階經營人才的再培育 2. Re-educating senior working professionals.											
3.新觀念的刺激與新思維的											

