

課程綱要與教學進度

106 學年度第 2 學期

課程名稱：(中文) 策略管理		開課單位	管理學院碩士在職專班經營管理組			
(英文) Strategic Management		永久課號	IBM6024			
授課教師：唐瓊璋 姜真秀						
學分數	3	必/選修	必	開課年級	二	
先修科目或先備能力：經濟學 會計學						
<p>課程概述與目標：</p> <p>策略管理是一門理論與實務兼具的課程，本課程將循此方向帶領同學們認識並學習策略管理的基本知識。課程將聚焦於與策略管理有關的議題上。學習高階管理者的觀點將能使同學往後在制訂決策時有更廣泛的著眼點。由於策略管理屬於 MBA 課程中的關門課，因此老師將預設每位同學都具備各功能領域的基本常識。同學在課堂上要積極主動，並且讓你自己被其它同學認識。課堂上也鼓勵同學撰寫一份你有興趣並經過老師同意的短篇論文。</p>						
教科書(請註明書名、作者、出版社、出版年等資訊)		<p>1. Robert M. Grant, Contemporary Strategy Analysis, 8th ed. (華泰文化, 2013)</p> <p>2. <u>Harvard Business School Online Cases</u>, Harvard Business Publishing</p> <p>3. <u>Strategic Management Classics</u> (經典讀選)</p>				
課程大綱			分配時數			備註
單元主題	內容綱要	講授	示範	習作	其他 ¹	
<p>教學要點概述(請填寫教材編選、教學方法、評量方法、教學資源、教學相關配合事項等)：</p> <p>1. Team discussion and case summaries (小組書面報告, 7 cases) 60%</p> <p>2. Case presentation (小組簡報, 1 cases) 20%</p> <p>3. Final Exam (open book) 20%</p>						
師生晤談 (Office Hours)		排定時間	地 點		連絡方式	
		每週二下午 14:00-17:00 By appointment	教授研究室		etang@mail.nctu.edu.tw jinsu.kang@g2.nctu.edu.tw	
Week	Date	Contents/Topic				
Kang	2/27	<ul style="list-style-type: none"> • Course Introduction • Grant ch1: The Concept of Strategy 				
Kang	3/06	<ul style="list-style-type: none"> • Grant ch2: Goals, Values, and Performance • Grant ch3: Industry Analysis: The Fundamentals 				
Tang	3/13	1. <u>Product Team Cialis: Getting Ready to Market</u> (#1, 3)				
Tang	3/20	2. <u>ZARA: Fast Fashion</u> (#2, 11)				

Kang	3/27	<ul style="list-style-type: none"> Grant ch5: Analyzing Resources and Capabilities
Kang	4/03	Business Strategy <ul style="list-style-type: none"> Grant ch7: The Sources and Dimensions of Competitive Advantage
Kang	4/10	Business Strategy <ul style="list-style-type: none"> Grant ch8: Industry Evolution
Tang	4/17	3. <u>Global Wine War 2015: New World Versus Old</u> (#3, 4)
Tang	4/24	4. <u>Samsung Electronics Co.: Global Marketing Operations</u> (#5, 11)
Tang	5/01	5. <u>Intel Corp.--1968-2003</u> (#6)
Kang	5/08	Business Strategy <ul style="list-style-type: none"> Grant ch9: Technology-based Industries and the Management of Innovation
Kang	5/15	Business Strategy <ul style="list-style-type: none"> Grant ch10: Competitive Advantage in Mature Industries
Tang	5/22	6. <u>HTC Corp. in 2012</u> (#7, 8)
Tang	5/29	7. <u>Flextronics International, Ltd.</u> (#9, 10)
Tang	6/05	8. <u>Alibaba Goes Public</u> (#12, 13, 14)
Kang	6/12	Corporate Strategy <ul style="list-style-type: none"> Grant ch11: Vertical Integration and the Score of the Firm Grant ch14: Implementing Corporate Strategy: Managing the Multibusiness Firm
Kang	6/19	Final Exam

- Chapter # comes from Grant's (2013) 8th edition (華泰文化)

(<https://www.hwatai.com.tw/webc/html/book/show.aspx?isbn=1119941897&page=&Search=Books&book2=Grant>)