

Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	STRATEGIC MANAGEMENT	Instructor	HSING-YIN WEN
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<p>A . Provide the basic knowledge of both theory and practices.</p> <p>B . Enhance the practical training for the current trends.</p> <p>C . Cultivate the ethics in business and management.</p> <p>D . Obtain the ability of analyzing industrial and business problems.</p>			
Course Introduction	<p>This course on strategic management attempts to build MBA students' theoretical and practical foundations as manager for improving students' analytical capabilities and competitive strategies. The course assignments include group case write-up and individual resume and job-interview.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	To explore MBA students' career planning and strategic competitiveness.	A6	ABD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To explore MBA students' career planning and strategic competitiveness.	Lecture, Discussion, Appreciation, Simulation, Practicum, Visit, Problem solving, interview	Written test, Practicum, Report, Participation, JANDI APP

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	107/09/10~ 107/09/16	Orientation & Business Model	
2	107/09/17~ 107/09/23	Workshop 1: Social Enterprise	
3	107/09/24~ 107/09/30	Workshop 2: Design Thinking	
4	107/10/01~ 107/10/07	1. Strategic Leadership	
5	107/10/08~ 107/10/14	Holiday	
6	107/10/15~ 107/10/21	Workshop 3: International enterprising and future challenges	
7	107/10/22~ 107/10/28	2. External Analysis	
8	107/10/29~ 107/11/04		
9	107/11/05~ 107/11/11	4. Competitive Advantage through Functional-Level Strategy	
10	107/11/12~ 107/11/18	5. Competitive Advantage Through Business-Level Strategy	
11	107/11/19~ 107/11/25	6. Business-Level Strategy and the Industry Environment	

12	107/11/26~ 107/12/02	7-1. Strategy and Technology	
13	107/12/03~ 107/12/09	7-2. Case: Mobile Payment	
14	107/12/10~ 107/12/16	Job Interview Workshop	
15	107/12/17~ 107/12/23	8. Strategy in the Global Environment	
16	107/12/24~ 107/12/30	9-1. Corporate-Level Strategy I	
17	107/12/31~ 108/01/06	9-2. Case: Apple	
18	108/01/07~ 108/01/13	Final Exam (CH 1~9)	
Requirement	<p>Mark of usual is evaluated by two individual assignments of Job-Interview Workshop, including resume+autobiography draft and final 20%; 9 Chapter-Quiz 20% (The average of better 7 chapters out of 9 chapters) ;</p> <p>Your course participation will be deducted for one point, if you ask for leave before the class by email or short message; and for two points without any notice. No point will be deducted if you present any official documents.</p>		
Teaching Facility	Computer, Projector, Other (TKU iClass & JANDI)		
Textbook(s)	<p>Hill, Schilling & Jones, Strategic Management: Theory, 12/e, 2017 (台北：華泰文化)</p> <p>http://www.cengage.com/c/strategic-management-theory-cases-an-integrated-approach-12e-hill/9781305502338</p>		
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈 Team Reports 〉 : 30.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		