

Tamkang University Academic Year 108, 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"> ◆ General Course ◆ Selective ◆ One Semester
<p>Departmental Aim of Education</p>			
<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>			
<p>Subject Schoolwide essential virtues</p>			
<p>3. A vision for the future. (ratio:40.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:30.00)</p>			
<p>Course Introduction</p>	<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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To explore MBA students' career planning and strategic competitiveness.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	357	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Orientation & Business Model	
2	108/09/16 ~ 108/09/22	1. Strategic Leadership	
3	108/09/23 ~ 108/09/29	Workshop1: Interview & Career Strategy	
4	108/09/30 ~ 108/10/06	2. External Analysis	
5	108/10/07 ~ 108/10/13	Workshop2: SWOT Practice	
6	108/10/14 ~ 108/10/20	3. Internal Analysis	
7	108/10/21 ~ 108/10/27	4. Competitive Advantage through Functional-Level Strategy	
8	108/10/28 ~ 108/11/03	Workshop 3: 11. Simulation Game on Business-Ethics news	

9	108/11/04 ~ 108/11/10	5. Competitive Advantage Through Business-Level Strategy	
10	108/11/11 ~ 108/11/17	6. Business-Level Strategy and the Industry Environment	
11	108/11/18 ~ 108/11/24	7-1. Strategy and Technology (Resume 2)	
12	108/11/25 ~ 108/12/01	7-2. Case: Mobile Payment	
13	108/12/02 ~ 108/12/08	Workshop4: Job Interview	
14	108/12/09 ~ 108/12/15	8. Strategy in the Global Environment	
15	108/12/16 ~ 108/12/22	9-1. Corporate-Level Strategy I	
16	108/12/23 ~ 108/12/29	9-2. Case: Apple	
17	108/12/30 ~ 109/01/05	National Holiday	
18	109/01/06 ~ 109/01/12	Final Exam (CH 1~9)	
Requirement	<p>Mark of usual is evaluated by two individual assignments of Job-Interview Workshop, including resume+autobiography and individual report 20%; 9 Chapter-Quiz 20% (The average of better 7 chapters out of 9 chapters) ; 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)		
Textbooks and Teaching Materials	<p>Hill, Schilling & Jones, Strategic Management: Theory, 12/e, 2017 (台北：華泰文化) http://www.cengage.com/c/strategic-management-theory-cases-an-integrated-approach-12e-hill/9781305502338</p>		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : % ◆ Final Exam : 20.0 % ◆ 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>		