

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	INDUSTRY ANALYSIS	Instructor	HSIEH MING-JUI
Course Class	TLWXB3A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
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			
<ul style="list-style-type: none"> I . Learning and instanding international financial theory. II. Learn to plan the future. III. Enhance the ability of practical analysis. IV. Increase the team research ability. V . Master the international financial pulsation. VI. Cultivate morality and global civilization. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice.(ratio:30.00) C. To understand the basic moral principles within the international financial industry. (ratio:20.00) F. To obtain a basic ability to examine domestic and global financial situations.(ratio:50.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	The course introduces different theories of industry analysis and their application in business and in company operation. It draws upon a large number a real-world cases, either local, regional or international, to help students better adapt the knowledge in their future careers.
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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	1. Historical and current development of international business affairs and the role of industry analysis in these events.	Cognitive
2	2. Introduction of different kinds of industry analyses and their steps, including Porter' s Five Forces, Industrial Life Cycle, S-C-P Model, Competitive Advantage Model, Experience and Smile Curve etc.	Cognitive
3	3. The design and application of industry analysis, its implementation in business operation and how it predicts and evaluate industry development changes from Competitive strategy	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ACF	123578	Lecture	Discussion(including classroom and online)
2	ACF	123578	Lecture	Discussion(including classroom and online)
3	ACF	12357	Lecture	Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note

1	109/03/02 ~ 109/03/08	Introduction	
2	109/03/09 ~ 109/03/15	Contents of Course	
3	109/03/16 ~ 109/03/22	Definition and Aims of Industry Analysis	
4	109/03/23 ~ 109/03/29	How to do Industrial Analysis	
5	109/03/30 ~ 109/04/05	Base of Theories in the Industry Analysis	
6	109/04/06 ~ 109/04/12	spring vacation	
7	109/04/13 ~ 109/04/19	Industrial Life Cycle Model	
8	109/04/20 ~ 109/04/26	S-C-P Model	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Porter' s Five Forces Analysis	
11	109/05/11 ~ 109/05/17	Competitive Advantage Model	
12	109/05/18 ~ 109/05/24	SWOT Analysis	
13	109/05/25 ~ 109/05/31	Experience Curve and Smile Curve	
14	109/06/01 ~ 109/06/07	BCG Matrix and GE Model	
15	109/06/08 ~ 109/06/14	PEST Analysis	
16	109/06/15 ~ 109/06/21	Seminar	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Seminar	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References		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	

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 50.0 % ◆ Other () : %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.