

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	STRATEGIC MANAGEMENT	Instructor	DAN-WEI 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
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<p>A. Provide the basic knowledge of both theory and practices.(ratio:30.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:30.00)</p> <p>C. Cultivate the ethics in business and management.(ratio:10.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00)</p>			
Subject Schoolwide essential virtues			
<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>			
Course Introduction	<p>Strategic Management is an interdisciplinary and integrative course that introduces the key concepts, tools, and principles of managerial decisions and actions that affect the performance and survival of business enterprises.</p> <p>This course is intended to introduce students to the fundamental concepts and academic fields of strategy. The course organization includes lectures and research seminars with students presenting and critiquing the assigned papers for each other.</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	Introduce fundamental knowledge about strategic management	Cognitive
2	Learn about academic fields in strategy	Affective
3	Apply theory to practice	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	5	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)
2	BD	35	Discussion, Practicum	Discussion(including classroom and online), Report(including oral and written)
3	BD	37	Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course introduction	
2	109/09/21 ~ 109/09/27	(1) Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage; (2) What is Strategy - Porter, M. E. (1996). What is strategy?. Harvard business review, 74(6), 61-78.;	
3	109/09/28 ~ 109/10/04	No class	Mid-Autumn Festival

4	109/10/05 ~ 109/10/11	(1) External Analysis: The Identification of Opportunities and Threats; (2) Miles, R. E., Snow, C. C., Meyer, A. D., & Coleman Jr, H. J. (1978). Organizational strategy, structure, and process. <i>Academy of management review</i> , 3(3), 546-562.;	
5	109/10/12 ~ 109/10/18	(1) Internal Analysis: Resources and Competitive Advantage; (2) Barney, J. 1991. "Firm Resources and Sustained Competitive Advantage" . <i>Journal of Management</i> 17, pp. 99-120.	
6	109/10/19 ~ 109/10/25	Teece, D., Pisano, G., Shuen. 1997. "Dynamic Capabilities and Strategic Management" <i>Strategic Management Journal</i> . 18(7). 509-531	
7	109/10/26 ~ 109/11/01	Competitive Advantage Through Functional-Level Strategies	
8	109/11/02 ~ 109/11/08	(1) Business-Level Strategy and the Industry Environment; (2)Chen, Kor, Mahoney, & Tan. (2017). Pre-Market Entry Experience and Post-Market Entry Learning of the Board of Directors: Implications for Post-Entry Performance. <i>Strategic Entrepreneurship Journal</i> , 11(4), 441-463. doi:10.1002/sej.1251	
9	109/11/09 ~ 109/11/15	Case discussion: LimitStyle - Innovation in Crowdsourcing Design Platform	
10	109/11/16 ~ 109/11/22	(1) Strategy and Technology; (2) Kapoor, R., & Furr, N. R. (2015). Complementarities and competition: Unpacking the drivers of entrants' technology choices in the solar photovoltaic industry. <i>Strategic Management Journal</i> , 36(3), 416-436.	
11	109/11/23 ~ 109/11/29	(1) Strategy in the Global Environment; (2) Skiti, T. (2020). Institutional entry barriers and spatial technology diffusion: Evidence from the broadband industry. <i>Strategic Management Journal</i> , 41(7), 1336-1361. doi:10.1002/smj.3146.	
12	109/11/30 ~ 109/12/06	Case discussion: Pou Chen Group - Strategic Approaches Facing the Waves of Anti-Globalization and Automation	
13	109/12/07 ~ 109/12/13	Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing	
14	109/12/14 ~ 109/12/20	Corporate-Level Strategy: Related and Unrelated Diversification	

15	109/12/21 ~ 109/12/27	Choudhury, P, Allen, RT, Endres, MG. Machine learning for pattern discovery in management research. Strat Mgmt J. 2020; 1– 28. https://doi.org/10.1002/smj.3215	
16	109/12/28 ~ 110/01/03	term paper (1) -- idea generation	
17	110/01/04 ~ 110/01/10	term paper (2) -- data collection	
18	110/01/11 ~ 110/01/17	Term paper presentation	
Requirement			
Teaching Facility	Computer, Projector, Other (white board)		
Textbooks and Teaching Materials	Charles W. L. Hill, Melissa A Schilling, Gareth R. Jones, 2017, Strategic Management: An Integrated Approach: Theory (Asia Edition), ISBN-13: 9789814878296, ISBN-10: 9814878294. HWA TAI PUBLISHING		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Term paper) : 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>		