

## Tamkang University Academic Year 109, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education		
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"> <li>I. Learning and instanding international financial theory.</li> <li>II. Learn to plan the future.</li> <li>III. Enhance the ability of practical analysis.</li> <li>IV. Increase the team research ability.</li> <li>V. Master the international financial pulsation.</li> <li>VI. Cultivate morality and global civilization.</li> </ul>			
Subject Departmental core competences			
<ul style="list-style-type: none"> <li>A. The student to have a basic knowledge of international financial management theory and practice.(ratio:30.00)</li> <li>C. To understand the basic moral principles within the international financial industry. (ratio:20.00)</li> <li>F. To obtain a basic ability to examine domestic and global financial situations.(ratio:50.00)</li> </ul>			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:20.00)</li> <li>2. Information literacy. (ratio:20.00)</li> <li>3. A vision for the future. (ratio:10.00)</li> <li>5. Independent thinking. (ratio:20.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:20.00)</li> <li>8. A sense of aesthetic appreciation. (ratio:10.00)</li> </ul>			

<b>Course Introduction</b>	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	123578	Lecture	Discussion(including classroom and online)

**Course Schedule**

Week	Date	Course Contents	Note

1	110/02/22 ~ 110/02/28	Introduction	
2	110/03/01 ~ 110/03/07	Contents of Course	
3	110/03/08 ~ 110/03/14	Definition and Aims of Industry Analysis	
4	110/03/15 ~ 110/03/21	How to do Industrial Analysis	
5	110/03/22 ~ 110/03/28	Base of Theories in the Industry Analysis	
6	110/03/29 ~ 110/04/04	spring vacation	
7	110/04/05 ~ 110/04/11	Industrial Life Cycle Model	
8	110/04/12 ~ 110/04/18	S-C-P Model	
9	110/04/19 ~ 110/04/25	.	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Competitive Advantage Model	
12	110/05/10 ~ 110/05/16	SWOT Analysis	
13	110/05/17 ~ 110/05/23	Experience Curve and Smile Curve	
14	110/05/24 ~ 110/05/30	BCG Matrix and GE Model	
15	110/05/31 ~ 110/06/06	PEST Analysis	
16	110/06/07 ~ 110/06/13	Seminar	
17	110/06/14 ~ 110/06/20	.	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References		This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>	

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 <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>