

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	STRATEGIC MANAGEMENT	Instructor	DAN-WEI WEN
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Provide the basic knowledge of both theory and practices.(ratio:50.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:50.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:50.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:30.00) 			
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	A	12	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)
2	A	23	Discussion, Practicum	Discussion(including classroom and online), Report(including oral and written)
3	D	2	Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course introduction	
2	110/09/29 ~ 110/10/05	Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage	
3	110/10/06 ~ 110/10/12	External Analysis: The Identification of Opportunities and Threats	
4	110/10/13 ~ 110/10/19	Internal Analysis: Resources and Competitive Advantage	
5	110/10/20 ~ 110/10/26	(1) Case discussion 01; (2) Competitive Advantage Through Functional-Level Strategies	

6	110/10/27 ~ 110/11/02	(1) Evaluation 01; (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.	
7	110/11/03 ~ 110/11/09	Business-Level Strategy and the Industry Environment	
8	110/11/10 ~ 110/11/16	Strategy in the Global Environment	
9	110/11/17 ~ 110/11/23	Strategy and Technology	
10	110/11/24 ~ 110/11/30	Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing	
11	110/12/01 ~ 110/12/07	Corporate-Level Strategy: Related and Unrelated Diversification	
12	110/12/08 ~ 110/12/14	Case discussion 02: Pou Chen Group - Strategic Approaches Facing the Waves of Anti-Globalization and Automation	
13	110/12/15 ~ 110/12/21	Evaluation 02	
14	110/12/22 ~ 110/12/28	Teece, D., Pisano, G., Shuen. 1997. "Dynamic Capabilities and Strategic Management" <i>Strategic Management Journal</i> . 18(7). 509-531	
15	110/12/29 ~ 111/01/04	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	
16	111/01/05 ~ 111/01/11	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.	
17	111/01/12 ~ 111/01/18	Choudhury, P, Allen, RT, Endres, MG. Machine learning for pattern discovery in management research. <i>Strat Mgmt J</i> . 2020;	
18	111/01/19 ~ 111/01/25	Term paper	
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 : 15.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Term paper) : 20.0 %</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>