

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	STRATEGIC MANAGEMENT	Instructor	WU, CHIEN-HSIN
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
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			
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			
A. Provide the basic knowledge of both theory and practices.(ratio:25.00) B. Enhance the practical training for the current trends.(ratio:25.00) C. Cultivate the ethics in business and management.(ratio:25.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:25.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	Strategic management is essential for all organizations. Without anchoring all tasks and requirements part of the strategy organizations will fail and miss the necessary actions for their future. Successful strategic management needs ability for collaboration, commercial acumen/budget, critical and lateral thinking, execution skills, listening and communication skills, planning and organizing and understanding big picture. This course teaches you essentials of business strategy and tools needed for the analysis.
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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	Learn how to apply a sequence of managerial decisions and actions to determine long-term business performance.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction to Strategic Management	
2	111/09/12 ~ 111/09/18	Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage	
3	111/09/19 ~ 111/09/25	External Analysis: The Identification of Opportunities and Threats	

4	111/09/26 ~ 111/10/02	Internal Analysis: Resources and Competitive Advantage	
5	111/10/03 ~ 111/10/09	Competitive Advantage Through Functional-Level Strategies	
6	111/10/10 ~ 111/10/16	Business-Level Strategy	
7	111/10/17 ~ 111/10/23	Business-Level Strategy and the Industry Environment	
8	111/10/24 ~ 111/10/30	Strategy and Technology	
9	111/10/31 ~ 111/11/06	Strategy and Technology	
10	111/11/07 ~ 111/11/13	Mid-term Presentation	
11	111/11/14 ~ 111/11/20	Strategy in the Global Environment	
12	111/11/21 ~ 111/11/27	Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing	
13	111/11/28 ~ 111/12/04	Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing	
14	111/12/05 ~ 111/12/11	Corporate-Level Strategy: Related and Unrelated Diversification	
15	111/12/12 ~ 111/12/18	Corporate Governance, Social Responsibility and Ethics	
16	111/12/19 ~ 111/12/25	Implementing Strategy through Organization	
17	111/12/26 ~ 112/01/01	Strategic Management: Ender's Game	
18	112/01/02 ~ 112/01/08	Final Presentation	
Requirement		This syllabus is a tentative version, please refer to the version announced for the first class.	
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Hill C. W. L., Schilling M. A. and Jones G. R. (2019). Strategic Management: An Integrated Approach (Asia Edition) (13th Ed.) Cengage Learning.	
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Final Report〉 : 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>