

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	INDUSTRY ANALYSIS	Instructor	HSIEH MING-JUI
Course Class	TLBAB3A DEPARTMENT OF BANKING AND FINANCE DIVISION OF GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM),	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	3A SDG4 Quality education		
Departmental Aim of Education			
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			
A. The student to have a basic knowledge of international financial management theory and practice.(ratio:20.00) B. To have a good grounding of relevant financial laws.(ratio:15.00) C. To understand the basic moral principles within the international financial industry. (ratio:15.00) D. To have a global perspective of the subject and a basic command of foreign language abilities.(ratio:20.00) E. To obtain international professional qualifications that will aid their future career. (ratio:20.00) F. To obtain a basic ability to examine domestic and global financial situations.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:10.00)			

4. Moral integrity. (ratio:15.00)
5. Independent thinking. (ratio:25.00)
6. A cheerful attitude and healthy lifestyle. (ratio:5.00)
7. A spirit of teamwork and dedication. (ratio:10.00)
8. A sense of aesthetic appreciation. (ratio:5.00)

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	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.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture	Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note

1	113/02/19 ~ 113/02/25	Introduction	
2	113/02/26 ~ 113/03/03	Contents of Course	
3	113/03/04 ~ 113/03/10	Definition and Aims of Industry Analysis	
4	113/03/11 ~ 113/03/17	How to do Industrial Analysis	
5	113/03/18 ~ 113/03/24	Base of Theories in the Industry Analysis	
6	113/03/25 ~ 113/03/31	Industrial Life Cycle Model	
7	113/04/01 ~ 113/04/07	spring vacation	
8	113/04/08 ~ 113/04/14	Midterm Exam Week	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Competitive Advantage Model	
11	113/04/29 ~ 113/05/05	Competitive Advantage Model	
12	113/05/06 ~ 113/05/12	SWOT Analysis	
13	113/05/13 ~ 113/05/19	Experience Curve and Smile Curve	
14	113/05/20 ~ 113/05/26	BCG Matrix and GE Model	
15	113/05/27 ~ 113/06/02	PEST Analysis	
16	113/06/03 ~ 113/06/09	Seminar	
17	113/06/10 ~ 113/06/16	Final Exam Week	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Presentations
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
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.