

Tamkang University Academic Year 113, 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	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
Departmental Aim of Education			
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	<p>Strategic management is essential for organizational success. Without a clear strategic roadmap, organizations risk stagnation and missed opportunities. This course covers strategic management fundamentals and analysis tools, emphasizing the integration of sustainability into business strategy. Sustainability, now crucial for long-term performance, helps avoid reputational damage, regulatory issues, and loss of consumer loyalty. Embedding sustainable practices enhances competitiveness, stakeholder relationships, and contributes to a sustainable future.</p>
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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)Understand Strategic Management Fundamentals; (2)Integrate Sustainability; (3)Enhance Decision-Making Skills; (4)Address Real-World Challenges; (5)Promote Competitive Advantage	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	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Introduction to Strategic Management	
2	113/09/16 ~ 113/09/22	09/17 Mid-Autumn Festival	Natioanl Holiday
3	113/09/23 ~ 113/09/29	Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage	

4	113/09/30 ~ 113/10/06	External Analysis: The Identification of Opportunities and Threats	
5	113/10/07 ~ 113/10/13	Internal Analysis: Resources and Competitive Advantage	
6	113/10/14 ~ 113/10/20	Competitive Advantage Through Functional-Level & Business-Level Strategies	
7	113/10/21 ~ 113/10/27	Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing	
8	113/10/28 ~ 113/11/03	Strategy in Technology and Innovation Management	
9	113/11/04 ~ 113/11/10	Mid-term Presentation	
10	113/11/11 ~ 113/11/17	Artificial Intelligence and Digitalization in Strategy	
11	113/11/18 ~ 113/11/24	Corporate Governance, Social Responsibility and Ethics Strategy (ESG)	
12	113/11/25 ~ 113/12/01	Strategy & Sustainable Development Goals & Introduction of GRI Standards	
13	113/12/02 ~ 113/12/08	Sustainability Report Case: Starbucks	Study in groups
14	113/12/09 ~ 113/12/15	Sustainability Report Case: Nike	Study in groups
15	113/12/16 ~ 113/12/22	Sustainability Report Case: Coca Cola	Study in groups
16	113/12/23 ~ 113/12/29	Sustainability Report Case: Cathay Pacific	Study in groups
17	113/12/30 ~ 114/01/05	Final Presentation	
18	114/01/06 ~ 114/01/12	Strategic Management: Ender's Game	
Key capabilities		self-directed learning International mobility Information Technology Problem solving	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Special/Problem-Based(PBL) Courses	

Course Content	Logical Thinking Environmental Safety Sustainability issue
Requirement	This syllabus is a tentative version, please refer to the version announced for the first class.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Presentations Name of 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	
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Group Reports〉 : 20.0 %
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.