

## 课程名称：战略管理

一、课程编码：战略管理

课内学时： 32 学分： 2

二、适用学科专业： MBA

三、先修课程： 无

四、教学目标

This is an MBA level course designed to prepare students to be senior managers for the increasingly competitive business world. International Strategy seeks to analyze the strategies, policies and decision-making of international firms in the context of the changing international business environment. This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

五、教学方式

讲授和练习

六、主要内容及学时分配

第 1 周	CH1: Introduction to international strategy CH2: Alternative foreign market entry and development methods; theories of internationalization	4 学时
第 2 周	CH3: The international strategic environment & competition in global industries	4 学时
第 3 周	CH4: Resources, competency and corporate performance	4 学时
第 4 周	CH4: Strategy formulation and evaluation; competitive advantage & sustainability	4 学时
第 5 周	CH6: Strategy implementation: international acquisitions & mergers	4 学时
第 6 周	CH7: International organizational structure	4 学时
第 7 周	CH8: Strategy implementation: culture and strategic change & international business: retrospect and prospect	4 学时
第 8 周	CH9: Globalization and anti-globalization	4 学时

七、考核与成绩评定

期末考试 (60%);

小组作业 (15%);

案例分析 (15%);

课堂参与 (10%);

八、参考书及学生必读参考资料

**教科书:**

- Strategic Management: Concepts & Cases (14th Edition, Fred David);
- Strategic Management, (6th Edition, H. Igor Ansoff), 2013

**参考书:**

- 戴尔战略 (Direction of Dell), 上海远东出版社, 1999.

- 定位 (Positioning). Jack Trout. 中国时政出版社, 2001.
- 新定位 (The New Positioning). Jack Trout. 中国时政出版社, 2009.
- The Management of Strategy: Concepts and Cases (11th Edition, R. Duane Ireland
- Robert E. Hoskisson, Michael A. Hitt), 2013.

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