
開講科目名：経営戦略論研究 (4単位)
開設年次：1年 2年
開設学部：会計学研究科博士前期課程会計学専攻
担当者：萩原 俊彦

《授業の概要》

1. The Strategic Management Process
2. Stakeholders and Corporate Mission
3. The Identification of Industry Opportunities
4. The Identification of Threats
5. Corporate Resources
6. Corporate Capabilities
7. Competitive Advantage
8. Functional Level Strategy
9. Business Level Strategy
10. Competitive Strategy
11. Industry Environment
12. Global Environment
13. Vertical Integration
14. Diversification Strategy
15. Strategic Alliance
16. Corporate Development
17. Building the Corporation
18. Restructuring the Corporation
19. Designing Organizational Structure
20. Designing Strategic Control Systems
21. Matching Structure
22. Controlling to Strategy
23. Implementing Strategic Change
24. Coral Divers Resort
25. Microsoft
26. Amazon.com
27. Kentucky
28. Starbucks
29. Steinway
30. Hanson

《テキスト》

"Strategic Management" Hill, Jones Houghton Mifflin