

Tzu Chi University of Science and Technology
College of Health Technology and Management
2018 Summer Workshop of International Business Management

(Please fill out this table for reference)

Course Outline			
Course Title	Strategic new venture creation		
Course Time	09:00am-12:00pm	Course Code	A1
Course Objectives	The overall objective of the course is to understand the strategic position and environment of a company or group of companies and to translate this understanding into a new business opportunity going forward.		
Course Description	The first session will focus on basic strategic management principles, tools and theories to define a company's long-term goals and ambitions and to assess both opportunities and threats in the internal and external environment of a company of your choice.		
Instructional Method	Short theoretical introductions, followed by interactive group work sessions.		
Course Requirements	None		
Bibliography	Johnson, G., Scholes, K., and Whittington, R. (2012) Fundamentals of Strategy, 2nd edition.		