课程名称：管理案例研讨课

主讲人：加濑公夫（KASE KIMIO）

主讲人简介：

加濑公夫是我院战略管理系教授，曾任日本国际大学(International University of Japan, IUJ)校长，是国际知名的战略管理学者。他于1949年3月生于日本千叶县，在英国曼彻斯特大学取得博士学位，曾多年任职美洲开发银行和多个国家的大学、研究机构。他长期旅居西班牙，在加入我院之前担任西班牙IESE商学院、ESADE商学院、IE商学院等欧洲顶尖商学院的讲座教授。

课程简介

Strategic management is concerned with the study of an organization. Strategy is “the determination of the long term goals and objectives of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goals.” (A. Chandler, Strategy and Structure, 1962). The assumption underlying this course is that the primary goal of the enterprise is to be profitable over the long term. Hence, our primary focus will be upon the formulation and implementation of strategies which can achieve superior profitability in the long run.

Strategic management involves answering two questions:

1. “What business or businesses should we be in?”, and

2. “Within a particular business, how should we compete?”

The answers to these questions define the two major areas of a company’s strategy: corporate strategy and business (or competitive) strategy. This course will be concerned with both of these strategy areas.

课程形式

1. Case analysis (individual study followed by a group discussion and then finally by a discussion among all participants in class). Intentionally cases are in their majority classic ones, wherefore the current topics are to be covered by the presentations of participants’ analysis of the companies of their choice.
2. Participants will be divided into four or five member groups each of which is expected to make a presentation on a topic to be assigned before the course starts.

课程目标

1. To acquire familiarity with the principal concepts, frameworks and techniques of strategic management.
2. To gain expertise in applying these concepts, frameworks and techniques in order to:

• Understand the reasons for good or bad performance by an enterprise.

• Generate strategy options for an enterprise.

• Assess available options under conditions of imperfect knowledge.

• Select the most appropriate strategy.

• Recommend the best means of implementing the chosen strategy.

1. To integrate the knowledge gained in previous and parallel courses.
2. To develop your capacity as a general manager in terms of:

• An appreciation of the work of the general manager

• The ability to recognize opportunities for profit in the business environment of a particular enterprise

• The ability to develop original and innovatory approaches to strategic problems

• Developing business judgment

1. To improve your skills of oral and written communication

时间：5月11日，12日，18日，19日，25日 每天8:30-11:30

地点：待定

学时：10次课，每次课75分钟

名额：20名

该课程面向我院所有本科生开放，计入实践学时16学时，欢迎报名。

报名方式：发送邮件至yanghaijia@bnu.edu.cn