

# 中国社会科学院大学企业战略管理课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	102132032063	*学时 (Credit Hours)	48	*学分 (Credits)	3
*课程名称 (Course Name)	企业战略管理				
先修课程 (Prerequisite Courses)	经济学原理、管理学原理				
*课程简介 (Description)	<p>企业战略管理是工商管理学科领域中最具综合性的跨职能管理课程。课程围绕企业如何在动态环境中赢得持续竞争优势这一基本问题展开，以学生能力建设为中心，在统筹经济管理类知识体系的同时，融入社会主义核心价值观教育，坚持以马克思主义为指导，引导学生树立家国情怀，培养学生综合素养。</p> <p>本课程将 16 次课设计为 16 个章，每章围绕一个核心主题展开学习和研讨，详见教学计划。通过本课程学习，学生能够掌握企业战略管理领域的理论框架、工具和技能，能够对企业的具体战略问题进行分析并制定简单的战略规划方案，同时能够清楚企业战略执行的难点和要点，形成战略管理的基本能力。</p> <p>课程重点在于梳理企业战略管理领域的经典理论与前沿思想，介绍企业战略制定、实施与评价方法。难点在于如何通过案例分析、课堂讨论等方式帮助学生理解“术”基础上的“道”，即如何理解超越利润的社会经济价值。</p> <p>课程采取课堂讲授、理论分析、案例分析与小组讨论相结合的教学方法，在理论与知识讲授中，立足企业管理现实案例，分析企业战略制定、实施、控制、评价的全过程，多法共举实现理论深化、思路启迪与技能提升。</p> <p>课程要求学生参与考勤、课堂讨论、课后作业、期末考试等考核。</p>				
*课程简介 (Description)	<p>Enterprise strategic management is the most comprehensive cross functional management course in the field of business management. The course revolves around the fundamental issue of how enterprises can win sustained competitive advantages in a dynamic environment, with student capacity building as the center. While coordinating the knowledge system of economic management, it integrates education on socialist core values, adheres to the guidance of Marxism, guides students to establish a sense of patriotism, and cultivates their comprehensive literacy.</p> <p>This course will consist of 16 chapters, each focusing on a core theme for learning and discussion. Through this course, students will be able to master the theoretical framework, tools, and skills in the field of enterprise strategic management. They will be able to analyze specific strategic issues of enterprises and formulate simple strategic planning plans. At the same time, they will be able to understand the difficulties and key points of enterprise strategic execution, and form the basic ability of strategic management.</p> <p>The focus of the course is to summarize classic theories and cutting-edge ideas in the field of corporate strategic management, and introduce methods for formulating, implementing, and evaluating corporate strategies. The difficulty lies in how to help students understand the social and economic value beyond profit.</p> <p>The course adopts a teaching method that combines classroom teaching, theoretical analysis, case analysis, and group discussion. In the teaching of theory and knowledge, based on practical cases of enterprise management, the entire process of enterprise strategy formulation, implementation, control, and</p>				

	<p>evaluation is analyzed, and multiple methods are used to deepen theory, inspire ideas, and enhance skills.</p> <p>The course requires students to participate in assessments such as attendance, classroom discussions, homework, and final exams.</p>
<p>*教材 (Textbooks)</p>	<p>《企业战略管理》，宋华等编著，中国人民大学出版社，2020年10月第一版。</p>
<p>参考资料 (Other References)</p>	<ol style="list-style-type: none"> <li>1. 《战略管理：概念与案例》（原书第21版），[美]小阿瑟·A. 汤普森，格丽特·A. 彼得拉夫著，于晓宇等译，机械工业出版社，2019年12月。</li> <li>2. 《战略管理：竞争与全球化》（原书第12版），[美] 迈克尔 A·希特，R. 杜安·爱尔兰等著，焦豪等译，机械工业出版社，2018年11月。</li> <li>3. 《战略管理》，[美] H. 伊戈尔·安索夫著，机械工业出版社，2022年6月。</li> </ol>