



課 綱 Course Outline

國際企業學系碩士班一般組

中文課程名稱 Course Name in Chinese	新產品開發				
英文課程名稱 Course Name in English	New Product Development				
科目代碼 Course Code	IB__61100	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	Management and Marketing				
課程目標 Course Objectives					
<p>In today' s increasingly competitive marketplace, survival and growth of a firm are largely dependent on its ability to develop new products effectively. New product introductions are expensive and often prone to failure. A systematic approach to the new product development process can significantly reduce the risk of failure. This course examines that process from the marketing perspective and identifies the key points of contact with operations, finance, organizational policy, and strategic planning. Although an overview of the entire process is provided in the course, special emphasis is placed on the evaluation of concepts early in the process. Thus, this course is very much concerned with ideas and how to select the best ideas and make them a reality. The main objectives of the course are (1) to familiarize students with the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products and (2) to give students the opportunity to apply these ideas and methods in the evaluation of a specific product concept, customizing the learning experience to their own needs and interests</p>					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.				
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context.				

系專業能力 Basic Learning Outcomes		課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives
A	具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.	●
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	●
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	●
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
Session 1	New Product Development Process: An Overview	
Session 2	Analyzing and Sizing New Opportunities	
Session 3	New Product Concept Generation	
Session 4	New Product Concept/Project Evaluation	
Session 5	Market Research Role in New Product Development	
Session 6	New Product Team Management	
Session 7	Entrepreneur Experience	
Session 8	Moving Towards Launch: Analyzing and Designing Positioning Strategies	
Session 9	Preparing the Launch Strategy and Post-Mortem Analysis	
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
Expertise- Marketing, Technological Innovation Management, and Entrepreneurship Facilities- Simulation Software (if possible)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Lecturing Case studies Examinations Class Participation		

Other assignments Simulation (if possible)
其他 Miscellaneous