



## 課 綱 Course Outline

### 藝術創意產業學系學士班

|                                                                                                                                                        |                                                                                                                               |                  |                    |                                                                                          |     |
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| 中文課程名稱<br>Course Name in Chinese                                                                                                                       | 藝文產業個案分析                                                                                                                      |                  |                    |                                                                                          |     |
| 英文課程名稱<br>Course Name in English                                                                                                                       | Case Analysis on Arts and Cultural Industries                                                                                 |                  |                    |                                                                                          |     |
| 科目代碼<br>Course Code                                                                                                                                    | ACI_30600                                                                                                                     | 班 別<br>Degree    | 學士班<br>Bachelor' s |                                                                                          |     |
| 修別<br>Type                                                                                                                                             | 學程<br>Program                                                                                                                 | 學分數<br>Credit(s) | 3.0                | 時 數<br>Hour(s)                                                                           | 3.0 |
| 先修課程<br>Prerequisite                                                                                                                                   |                                                                                                                               |                  |                    |                                                                                          |     |
| 課程目標<br>Course Objectives                                                                                                                              |                                                                                                                               |                  |                    |                                                                                          |     |
| 藝文產業個案分析為藝術管理導論之進階課程，本階段課程著重在發現、分析、解決問題的能力。透過藝術文化機構管理或個案之問題研究，透過欲瞭解的複雜問題或議題, 界定出與其相關的個案, 並投身於個案所處的情境場域中, 進行各式的調查與資料蒐集, 且透過全面的分析與描述所蒐集到的資料, 對想探究的問題或議題。 |                                                                                                                               |                  |                    |                                                                                          |     |
| 系教育目標<br>Dept.'s Education Objectives                                                                                                                  |                                                                                                                               |                  |                    |                                                                                          |     |
| 1                                                                                                                                                      | 培育藝術創意產業專業人才。<br>Foster the abilities and skills to develop professionals for arts and creative industries                    |                  |                    |                                                                                          |     |
| 2                                                                                                                                                      | 進行藝術創意產業研究。<br>Conduct research that contributes to arts and creative industries.                                             |                  |                    |                                                                                          |     |
| 3                                                                                                                                                      | 發展東台灣創意文化產業。<br>Develop the cultural and creative industries in East Taiwan.                                                  |                  |                    |                                                                                          |     |
| 系專業能力<br>Basic Learning Outcomes                                                                                                                       |                                                                                                                               |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |     |
| A                                                                                                                                                      | 具備創意產業發展潮流的國際視野。<br>A global vision of developing entrepreneurship for the creative industries.                               |                  |                    | ●                                                                                        |     |
| B                                                                                                                                                      | 瞭解在地藝術資源及文化創意產業特色。<br>An understanding of the local art heritage and the characteristics of cultural and creative industries. |                  |                    | ●                                                                                        |     |

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|---|--------------------------------------------------------------------------------------------------------------------------------------------------|---|
| C | 具有創新概念，能進行文創產品的研發。<br>The ability to take innovative research ideas in creating creative products.                                               | ○ |
| D | 能結合在地資源，參與藝術創意產業實務。<br>The ability to link with local resources through co-operation and participation in arts and creative industries.          | ○ |
| E | 具備企劃、領導、溝通、合作及問題解決能力。<br>The appropriate skills and knowledge of project planning, leadership, communication, collaboration and problem solving. | ● |
| F | 對於藝術創意產業及發展潮流有分析管理知能。<br>A competence of analytic management in identifying trends to develop arts and creative industries                       | ● |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

### 課程大綱 Course Outline

1. 導論：藝文產業與個案研究之關連
2. 個案研究方法
3. 藝術管理的問題領域與個案的選定
4. 研究設計
5. 個案分析策略
6. 個案分析之寫作
7. 個案分析之報告方

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.)

### 課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods

實地田野調查

讀書報告15% 課堂參與20% 期中報告25% 期末報告40%

### 其他 Miscellaneous