



課 綱 Course Outline

國際企業學系碩士班一般組

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| 中文課程名稱 Course Name in Chinese | 創新與技術策略 | | | | |
| 英文課程名稱 Course Name in English | Strategic Management of Technology and Innovation | | | | |
| 科目代碼 Course Code | IB__58090 | 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 | | | | | |
| 課程目標 Course Objectives | | | | | |
| <p>This course presents tools necessary for managing businesses involved in or affected by technological innovation and provides a strategic framework for managing high-technology businesses as well. We shall lay emphases on the development and application of ways of thinking or mental models that bring clarity to the complex co-evolution of technological innovation, the demand opportunity, business ecosystems, and decision-making and execution within the business.</p> <p>The primary focus is on the acquisition and application of a set of powerful analytical tools that are critical for the development of technology strategy as a key element in business strategy. These tools are expected to provide students insights to anticipate and decide how to respond to the behavior of competitors, complementors and customers as behaving managers, the timing to decide which technologies to invest in, and opportunities to target or partnerships to pursue. We therefore hope to improve significantly the odds of success when figuring out how to create and capture value, make difficult decisions and develop and deliver technologies, platforms and products as well.</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. | | | | |

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| 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 | Industry Dynamics of Technological Innovation | |
| Session 2 | Evolution of Technology Markets | |
| Session 3 | Value and Profits from Innovation | |
| Session 4 | Technology Strategy Formulation | |
| Session 5 | Strategy in Standard-oriented Technology Markets | |
| Session 6 | Collaboration Strategies | |
| Session 7 | Organizing for Innovation | |
| Session 8 | Protecting Innovation | |
| Session 9 | New Product Development | |
| 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- International Business, Finance, 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 | | |
| Case studies Examinations Class Participation Visiting Tech Corporations | | |

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| Simulation (if possible) |
| 其他 Miscellaneous |
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