



課 綱 Course Outline  
國際企業學系碩士班國際組

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_M0010	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					
This course is to provide some insight on the recent development of fundamentals of management so that students have a deeply understanding of those key issues in planning, organizing, leading and controlling. Students will gain their knowledge through lecture presentation, case studies, paper discussions and project implementation.					
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	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.				
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.				
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。 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	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	○
G	培養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

1. Technological Innovation
2. Technological Innovation and Strategy
3. Technological Evolution
4. Industry Context
5. Organizational Context
6. Strategic Action
7. Internal and External Sources of Technology
8. Linking New Technology and Novel Customer Needs
9. Internal Corporate Venturing
10. New Product Development
11. Building Competence/Capabilities through New Product Development
12. Innovation Challenges in Established Firms

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.)

Note book, Projector and Speaker

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

■ 課堂講授 Lecture    ■ 分組討論 Group Discussion    ■ 參觀實習 Field Trip  
■ 其他 Miscellaneous: Updated News

其他  
Miscellaneous