



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	創新管理與行銷應用				
英文課程名稱 Course Name in English	Innovation management and marketing applications				
科目代碼 Course Code	IB_M0160	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					
The objective of the course is to provide students with an in-depth understanding of total system innovation management and its marketing applications. The course will touch upon the key elements of effective innovation that includes productive creativity, impactful marketing, and adaptive organization and train students will real-world case studies to provide both theoretical and practical knowledge on innovation management and its marketing applications.					
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

This course will introduce the general concepts and key elements of Total System Innovation Management, which emphasizes both a total system perspective of the innovation management process and a rigorous and disciplined approach to the development of the individual elements of the process. The general concepts include a new human need model for innovation motivation and a joint investment perspective for innovation development and implementation. The key elements of effective innovation management include Productive Creativity, Impactful Marketing, and Adaptive Organization. The course will especially focus on impactful marketing and elaborate on the marketing application of innovation. In addition to the general concepts, the course will present practical tools and real-world case studies for the application of these concepts to innovation management and marketing.

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

其他  
Miscellaneous