



課 綱 Course Outline  
國際企業學系學士班

中文課程名稱 Course Name in Chinese	文化創意與地方產業發展				
英文課程名稱 Course Name in English	Cultural Creative and Local Industry				
科目代碼 Course Code	IB_22100	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	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>本課程從企劃力的學習與養成，應用在文化創意與地方產業，從個案研討與實務製作培養學生的設計思考與市場開發的能力。近年因國際市場快速的發展，傳統產業勢必面臨更多挑戰，另一方面地方傳統文化的價值卻因全球化而凸顯其差異化的魅力優勢。文化創意讓傳統產業具有轉型的契機，讓地方文化具有市場銷售的潛力，從各國致力發展文化創意產業就可以知道其所帶來經濟效益具有相當的發展潛力。</p>					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之基礎管理人才。 Build a foundation of international business knowledge to prepare students for being managers.				
2	培養具創新思維與創業能力之基礎管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being managers.				
3	培養具服務業經營能力之基礎管理人才。 Create a managerial ability in Service industry for being managers				
4	培養在地經營理念之基礎管理人才。 Offer a program with an emphasis on 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知識與能力。 Students will have basic knowledge of international business.				○

B	具備邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備溝通協調與團隊合作之能力。 Students will be able to demonstrate effective communication, coordination and teamwork skills.	○
D	具備國際觀及外語溝通之能力。 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 basic 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

本課程以培養學生「創造力」為目標，即創新與創意能力，藉由以下四項學習內容，培育學生具備嶄新且有國際視野的創意構想與行銷策略的企劃能力。

- (1) 企劃發展的架構與邏輯
- (2) 地方文化的商機與行銷
- (3) 文創產品的價值與設計
- (4) 創意的發想與溝通

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-  
Facilities-

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

Lecturing  
Case studies  
Examinations  
Class Participation  
Course project

其他  
Miscellaneous