



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 Course Name in Chinese | 創意產業專案管理 | | | | |
| 英文課程名稱 Course Name in English | Project Management of Creative Industries | | | | |
| 科目代碼 Course Code | ACI_31200 | 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 | | | | | |
| 課程設計以專案管理流程群組與知識領域為基礎，學習專案管理理論知識，輔以實務案例、演練，涵養應用於專案經理人實務操作領域的能力。 | | | | | |
| 系教育目標 Dept.'s Education Objectives | | | | | |
| 1 | 培育藝術創意產業專業人才。 Cultivate professional talent in the creative arts industry. | | | | |
| 2 | 進行藝術創意產業觀察與研究。 Conduct observation and research in the creative arts industry. | | | | |
| 3 | 接軌藝術創意產業與市場。 Align with the creative arts industry and the art market. | | | | |
| 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 | 具備藝術創意產業發展潮流的國際視野。 Possess an international perspective on the development trends of the creative arts industry. | | | ● | |
| B | 瞭解在地文化資源及藝術創意產業特色。 Understand local cultural resources and the characteristics of the creative arts industry. | | | ○ | |
| C | 具有創新概念，能進行藝創產品的研發。 Have innovative concepts and the ability to conduct research and development of artistic products. | | | ○ | |

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| D | 能結合在地資源，參與藝術創意產業實務。 Ability to integrate local resources and participate in practical aspects of the creative arts industry. | ● |
| E | 具備企劃、領導、溝通、合作及問題解決能力。 Possess skills in 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。 Analytical and managerial competence in the creative arts industry and its development trends. | ● |

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

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| 課程大綱 Course Outline | |
| 藝術產業或文化創意產業的產品服務的開發與經營，多以專案計畫方式發展與管理，本課程以專案管理之法則及執行技能之建立為主要內容，說明專案管理工作所須具備之基本訓練以及語言的運用，透過專案管理步驟、專案管理團隊、組織，專案溝通方法和文件的學習、專案計畫與控制與作業練習，增進解決專案問題的能力。 | |
| 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 | |
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