



課 綱 Course Outline
國際企業學系學士班

中文課程名稱 Course Name in Chinese	服務行銷與創新個案研討				
英文課程名稱 Course Name in English	Case studies for Service Marketing and Innovation				
科目代碼 Course Code	IB__40520	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					
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. 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.					
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		
Session 1	Case for Industry Dynamics of Technological Innovation	
Session 2	Case for Evolution of Technology Markets	
Session 3	Case for Value and Profits from Innovation	
Session 4	Case for Technology Strategy Formulation	
Session 5	Case for Strategy in Standard-oriented Technology Markets	
Session 6	Visiting Corporations	
Session 7	Case for Collaboration Strategies	
Session 8	Case for Organizing for Innovation	
Session 9	Case for Protecting Innovation	
Session 10	Case for 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 Simulation (if possible)
其他 Miscellaneous