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# ②图玄束華大學

## 教學計劃表 Syllabus

| 課程名稱(中文)<br>Course Name in Chinese | 創新管理與行錄  | <b>消應用</b>                    |  | 學年/學期<br>Academic Year/Semester       |        | 112/2 |  |
|------------------------------------|--|-------------------------------|--|---------------------------------------|--------|-------|--|
| 課程名稱(英文)<br>Course Name in English | Innovation management and marketing applications |                               |  |                                       |        |       |  |
| 科目代碼<br>Course Code                | IBM0160  | 系級<br>Department 碩士<br>& Year |  | 開課單位<br>Course-Offering<br>Department | 國際企業學系 |       |  |
| 修別<br>Type                         | 選修 Elective                                      | 學分數/時<br>Credit(s)/Hou        |  | 3.0/3.0                               |        |       |  |
| 授課教師<br>Instructor                 | /鄭辰明   |                               |  |                                       |        |       |  |
| 先修課程<br>Prerequisite               |  |                               |  |                                       |        |       |  |

#### 課程描述 Course Description

This course will introduce the general concepts and key elements of 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. Innovation is responsible for boosting a firm's competency, at the same time it offers value to shareholders. An understanding of the organization, technology, inner culture, structure, and people that adds overall value to the organization will be covered through the lectures. 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.

### 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.

|   | 系專業能力<br>Basic Learning Outcomes   | 課程目標與系專業能<br>力相關性<br>Correlation between<br>Course Objectives<br>and Dept.'s<br>Education<br>Objectives |
|---|--|---|
| A | 具備國際企業管理之進階知識。<br>Students will have advanced knowledge of international business.   | 0   |
| В | 具備多元邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems using logical<br>and critical thinking.       | •   |
| С | 具備領導、溝通協調與團隊合作之能力。<br>Students will be able to demonstrate effective leadership, communication,<br>coordination and teamwork skills.         | •   |
| D | 具備國際視野以及外語溝通的能力。<br>Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues. | 0   |
| Е | 具備跨國企業進階經營管理之能力。<br>Students will be able to demonstrate the advanced managerial skills for<br>international business.                       |   |
| F | 培養進階資訊科技運用之能力。<br>Students will be able to demonstrate proficiency in use of advanced information<br>technology.                             | 0   |

培養國際企業倫理之素養。
G 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

## 授課進度表 Teaching Schedule & Content

| 週次Week | 內容 Subject/Topics   | 備註Remarks |  |  |  |  |  |
|--------|---|-----------|--|--|--|--|--|
| 1      | Introductory Class  |           |  |  |  |  |  |
| 2      | Innovation in marketing: Historical and contemporary overview   |           |  |  |  |  |  |
| 3      | Firm Driven Versus Consumer Driven Innovation                   |           |  |  |  |  |  |
| 4      | Innovative product development 1: Outside-in view on Innovation |           |  |  |  |  |  |
| 5      | Innovative product development 2: Understanding Customers       |           |  |  |  |  |  |
| 6      | Involving Customers   |           |  |  |  |  |  |
| 7      | Managing New Product Ideas                                      |           |  |  |  |  |  |
| 8      | Customer Focus in Innovation Projects                           |           |  |  |  |  |  |
| 9      | 期中考試週 Midterm Exam  |           |  |  |  |  |  |
| 10     | Managing Market Acceptance                                      |           |  |  |  |  |  |
| 11     | Designing A Value Creating Organization                         |           |  |  |  |  |  |
| 12     | Innovative Practices in Product Design                          |           |  |  |  |  |  |
| 13     | Movie class   |           |  |  |  |  |  |
| 14     | Innovative Practices in Distribution                            |           |  |  |  |  |  |
| 15     | Innovative Practices in Pricing                                 |           |  |  |  |  |  |
| 16     | Innovative Practices in Promotion                               |           |  |  |  |  |  |
| 17     | 期末考試週 Final Exam  |           |  |  |  |  |  |
| 18     | Supplementary teaching  |           |  |  |  |  |  |

| 教學策略 Teaching Strategies  |
|---|
| ✓ 課堂講授 Lecture ✓ 分組討論Group Discussion    參觀實習 Field Trip          |
| 其他Miscellaneous:  |
| 教 學 創 新 自 評 Teaching Self-Evaluation                              |
| 創新教學(Innovative Teaching)   |
| ✓ 問題導向學習(PBL) ■ 團體合作學習(TBL) W 解決導向學習(SBL)                         |
| 翻轉教室 Flipped Classroom  |
| 社會責任(Social Responsibility)                                       |
| □ 在地實踐Community Practice □ 產學合作 Industy-Academia Cooperation      |
| 跨域合作(Transdisciplinary Projects)                                  |
| ■ 跨界教學Transdisciplinary Teaching ■ 跨院系教學Inter-collegiate Teaching |
| □ 業師合授 Courses Co-taught with Industry Practitioners              |
| 其它 other:   |
|   |

| 學期成績計算及多元評量方式 Grading & Assessments                      |                    |                    |          |          |          |          |          |          |    |
|--|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
| 配分項目   | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
| Items  |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record) | 20%                |                    | <b>~</b> | <b>~</b> |          | <b>~</b> |          |          |    |
| 期中考成績 Midterm Exam                                       | 20%                | <b>~</b>           |          |          |          |          |          |          |    |
| 期末考成績 Final Exam   | 30%                | ~                  |          |          |          |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments                      | 30%                |                    | ~        |          |          | <b>~</b> |          |          |    |
| 其他 Miscellaneous   |                    |                    |          |          |          |          |          |          |    |

評量方式補充說明

Grading & Assessments Supplemental instructions

### 教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明(Supplemental instructions)