

 國立東華大學  
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	服務行銷與創新個案研討			學年/學期 Academic Year/Semester	113/1
課程名稱(英文) Course Name in English	Case studies for Service Marketing and Innovation				
科目代碼 Course Code	IB__40520	系級 Department & Year	學四	開課單位 Course-Offering Department	國際企業學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/陳柏元/鄭辰明				
先修課程 Prerequisite					
課程描述 Course Description					
本課程目標在幫助同學從一個整合的觀點瞭解服務產業的營運與管理模式，因此課程的主軸將包含服務業的經營策略、人力資源管理、行銷與品牌的經營等議題，此外將以個案討論、演講、企業參訪等多元類型作為課程進行的方式，讓同學能進一步將本課程的知識加以吸收、融會與運用。					
課程目標 Course Objectives					
<p>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.</p> <p>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.</p>					
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

### 授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	課程介紹	
2	服務行銷與創新個案議題討論	
3	服務行銷與創新個案議題討論	
4	服務行銷與創新個案議題討論	
5	服務行銷與創新個案議題討論	
6	服務行銷與創新個案議題討論	
7	服務行銷與創新個案議題討論	
8	服務行銷與創新個案議題討論	
9	期中考試週 Midterm Exam	
10	服務行銷與創新個案議題討論	
11	服務行銷與創新個案議題討論	
12	服務行銷與創新個案議題討論	
13	服務行銷與創新個案議題討論	
14	服務行銷與創新個案議題討論	
15	服務行銷與創新個案議題討論	
16	服務行銷與創新個案議題討論	
17	服務行銷與創新個案議題討論	
18	期末考試週 Final Exam	

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)      ☒ 解決導向學習 (SBL)  
☐ 翻轉教室 Flipped Classroom      ☐ 磨課師 Moocs

社會責任 (Social Responsibility)

- ☐ 在地實踐 Community Practice      ☐ 產學合作 Industry-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:

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學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance									
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions 實際評量方式與課程進度將於首次上課說明，請修課同學務必參與首次課程。									
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)									