



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	創新與技術策略		學年/學期 Academic Year/Semester	113/1
課程名稱(英文) Course Name in English	Strategic Management of Technology and Innovation			
科目代碼 Course Code	IB_M0010	系級 Department & Year	碩士	開課單位 Course-Offering Department
國際企業學系				
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/洪新民			
先修課程 Prerequisite				
課程描述 Course Description				
<p>學習處理技術與創新相關議題。 Learn to deal with issues of technology and innovation</p> <p>管理如何將技術整合在企業策略中，以提升競爭優勢。 Managing technology, which entails integrating technology with the firm's strategy, for competitive advantage</p> <p>學習如何評估以及有效提升企業的創新能力。 Learn to assess the firm's innovative capabilities and identify how they may be leveraged or improved</p>				
課程目標 Course Objectives				
<p>This course is to provide some insight on the recent development of fundamentals of management so that students have a deeply understanding of those key issues in planning, organizing, leading and controlling. Students will gain their knowledge through lecture presentation, case studies, paper discussions and project implementation.</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進階知識。 Students will have advanced knowledge of international business.			●
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.			○
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.			○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.			○
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.			○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.			○
G	培養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	Course Introduction	
2	Course Introduction Team Setup	News discussion
3	Chapter 1 Introduction	News discussion
4	Chapter 2 Sources of Innovation	News discussion
5	Chapter 3 Types and Patterns of Innovation Research Subject Setup: What innovative product/firm you are interested at?	News discussion
6	Chapter 4 Standard Battles and Design Dominance	News discussion
7	Chapter 5 Timing of Entry	News discussion
8	Chapter 6 Defining the Organization' s Strategic Direction	News discussion
9	期中考試週 Midterm Exam Midterm Report	
10	Chapter 7 Choosing Innovation Projects	
11	Chapter 8 Collaborating Strategies	
12	Chapter 9 Protecting Innovation	
13	Chapter 10 Organizing for Innovation	
14	Chapter 11 Managing the New Product Development Process	
15	Chapter 12 Managing New Product Development Teams	
16	Chapter 13 Crafting a Deployment Strategy	
17	期末考試週 Final Exam Final Report	
18	Flexible week	

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: News

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:

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(含出缺席) General Performance (Attendance Record)	30%	✓	✓						
期中考成績 Midterm Exam	30%	✓	✓	✓	✓		✓		
期末考成績 Final Exam	40%	✓	✓	✓	✓		✓		
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

Please upload all report files onto the E-learning website

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.)

Schilling, M. A. 2023. Strategic Management of Technological Innovation 7th ed.. McGraw Hill.

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.)

<http://www.ib.ndhu.edu.tw/files/15-1034-14754,c4621-1.php>

其他補充說明 (Supplemental instructions)