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②图玄東華大學

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	IBM0010	系級 Department 碩士 & Year		開課單位 Course-Offering Department	國際企業學系			
修別 Type	選修 Elective	學分數/時 Credit(s)/Hou		3.0/3.0				
授課教師 Instructor	/洪新民							
先修課程 Prerequisite								

課程描述 Course Description

學習處理技術與創新相關議題。

Learn to deal with issues of technology and innovation

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

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

課程目標 Course Objectives

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.

	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.	•
В	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.	0
С	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.	0
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.	0
Е	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.	0
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.	0
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.	0

圖示說明I	llustration : ● 高度相關 Highly correlated ○中度相關 Moderate	ly 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					

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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: <u>News</u>
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
社會責任(Social Responsibility)
□ 在地實踐Community Practice
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 Percentage	多元評量方式 Assessments							
Items		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	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)