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② 国立東華大學 教學計劃表 Syllabus

	我子可劃衣 Syllabus								
課程名稱(中文) Course Name in Chinese	創新管理與行錄	≱期 ∕Semester	113/2						
課程名稱(英文) Course Name in English	Innovation management and marketing applications								
科目代碼 Course Code	系級 IBM0160系級 Department & 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	3.0					
授課教師 Instructor	/鄭辰明								
先修課程 Prerequisite									
	課	程描述 Cours	e Descri	ption					
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.									
条專業能力 Basic Learning Outcomes					Cor	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: Students will have adva		of internationa	1 busines	S.		\bigcirc			
具備多元邏輯思考、問題	Students will have advanced knowledge of international business. 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.								
具備領導、溝通協調與團CStudents will be ablecoordination and teamwood	to demonstrate ef ork skills.	•							
具備國際視野以及外語溝 D Students will be able global and cultural di	to communicate in versity issues.	on	0						
international business.	to demonstrate the advanced managerial skills for .								
	告養進階資訊科技運用之能力。 tudents will be able to demonstrate proficiency in use of advanced information echnology.								

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) 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 □ 産學合作 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	記分比例 多元評量方式 Assessments							
Items	Percentage	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	10%		~	~		~			
期中考成績 Midterm Exam	20%	\checkmark							
期末考成績 Final Exam	40%	\checkmark							
作業成績 Homework and/or Assignments	20%		~			~			
其他 Miscellaneous (Attendance)	10%								
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)									