

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	創新管理與行銷應用			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Innovation management and marketing applications				
科目代碼 Course Code	IB_M0160	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	/鄭辰明				
先修課程 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 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.	
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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 ☐ 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(含出席) General Performance (Attendance Record)	10%		✓	✓		✓			
期中考成績 Midterm Exam	20%	✓							
期末考成績 Final Exam	40%	✓							
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)									