

 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			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	Innovation Management				
科目代碼 Course Code	MGT_5407Z	系級 Department & Year	碩專	開課單位 Course-Offering Department	管理學院
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		2.0/2.0	
授課教師 Instructor	/樂錦榮				
先修課程 Prerequisite					
課程描述 Course Description					
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. 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. During this semester, we shall focus on domains in which systems are important, because either both products are parts of larger and more complex systems, or they are comprised of systems. The domains that are being scheduled to be covered include computing, communications (in particular the mobile and IP domains), consumer electronics, AI, automotive and aerospace. The course will be of particular interest to those interested in managing a business in which technology will likely play a major role, and also to those interested in investing in or providing counsel to these businesses. This course uses a combination of lectures, case studies , presentation and class discussion (and a field trip to be confirmed) in order to expose students to the streams and practices of the real world. Before a class, students should be ready about the required readings for further discussion in the class. These readings are drawn from research in technological change, theoretical and empirical economics, and organizational theory, and are essential preparation for the class sessions. Furthermore, the case studies provide an extensive opportunity to integrate and apply these tools and theories in a practical, business policy context. Students will be grouped by no more 3 persons (depending upon the students taking the course), and a term paper will be conducted by groups. Also, any supplementary materials will be delivered if any and necessary.					
課程目標 Course Objectives					

本課程提供了管理企業時涉及或被科技創新所影響的必要工具，當然也包括了管理高科技事業的策略架構。我們將會把重點放在思考方式或模型的發展或應用，而這些模型的背後，是科技創新、需求機會、企業生態系、企業內的決策與執行間的共同演化的過程。

本課程將會聚焦於一系列有用的分析工具的介紹與應用，而這些分析工具對於科技策略的發展十分重要，也是事業策略的重要元素。這些分析工具可以為同學們提供預測與決定如何回應競爭者、互補者與顧客的行為的洞察力，以及擔任一個經理人時，決定何時決定那一種技術該投資，與那些機會如何去追求(自行研發或是找尋夥伴)的能力。在學習本課程之後，希望課程參與者能在未來從事相關工作時，因此而提高技術發展或新產品開發的成功率，以及學會如何增加價值與制定困難的決策。

本課程將使用授課、課堂討論、參與演講(或商展)，以及專案報告做為課程進行的方式。其中，有一些可以培養同學們科技管理或技術策略的知識的文章，也會在課程進行中發放讓同學們閱讀。課堂上會進行個案討論，而個案討論是管理學院重要的授課方式，一方面讓同學們可以連結學理知識與實務，二方面能透過團隊思考，激發出創意的火花。專案報告則是讓同學們針對特定的科技或技術，透過次級資料的整理，有系統地呈現這個技術的原理，以及未來的商業發展。此外，本課程已邀請「誠品書店電子商務處副總經理」聯合授課，針對台灣企業創新，虛實整合，創新組織設計以及企業數位專型等專題，進行互動交流，提昇課程參與者未來企業轉型的實務基礎。

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	Introduction/ C1	
2	C2	
3	C3	
4	C4	
5	C5	
6	C6	
7	C7	
8	Case I	
9	Case II	
10	C8	
11	C9	
12	C10	
13	C11	
14	C12	
15	C13	
16	Field Trip	
17	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(含出缺席) General Performance (Attendance Record)	20%								
期中考成績 Midterm Exam	0%								
期末考成績 Final Exam	40%								
作業成績 Homework and/or Assignments	40%								
其他 Miscellaneous (_____)									
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.)									
Textbook- Cases- Harvard Business School Cases (if necessary) or/and TMCC Cases; participants should pay copyrights (about US\$5 for HBS Case) for each case Lecture notes and other teaching materials, if any, will be offered in each class.									
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)									