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②图玄束華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	新產品行銷實務	-		學年/學期 Academic Year/Semester		114/1	
課程名稱(英文) Course Name in English	Marketing Practice of New Products						
科目代碼 Course Code	IB61100	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

以參考書理論架構為主、討論實務個案及新產品(含服務)開發相關時事,將學生分組探討學生選定企業之新產品開(含服務)發實務,以訓練學生基本概念。

課程目標 Course Objectives

In today's increasingly competitive marketplace, survival and growth of a firm are largely dependent on its ability to develop new products effectively. New product introductions are expensive and often prone to failure. A systematic approach to the new product development process can significantly reduce the risk of failure. This course examines that process from the marketing perspective and identifies the key points of contact with operations, finance, organizational policy, and strategic planning. Although an overview of the entire process is provided in the course, special emphasis is placed on the evaluation of concepts early in the process. Thus, this course is very much concerned with ideas and how to select the best ideas and make them a reality. The main objectives of the course are (1) to familiarize students with the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products and (2) to give students the opportunity to apply these ideas and methods in the evaluation of a specific product concept, customizing the learning experience to their own needs and interests

	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與能力。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.	•
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	具備創新、創業之思維與能力。To build a the concept and ability for innovation and entrepreneurship	•

F	具備服務設計與產業分析之能力。Students will be able to demonstrate the advanced abilities for service design and industry analysis.	•
G	具備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	課程介紹	
2	產業設定。小組編成(?人/組*?組)。	影片討論: Ideo_Shopping Cart
3	第一章:產品開發的策略要素	
4	第二章:新產品流程	
5	第三章:機會的辨認及選擇 第四章:創造力和產品概念	
6	第五章:發現和解決顧客問題	
	期中報告主題確定	
7	第六章:屬性分析法:導論和知覺圖的描繪	
8	第七章:屬性分析法:取捨分析和質化技術	
9	期中報告	期中報告週 Midterm Report
10	第八章:概念評估系統	
11	第九章:概念測試	
12	第十章:全面性篩選	
13	第十一章:銷售預測與財務分析	
14	第十二章:產品協定	
15	第十三章:設計	
16	第十四章:開發團隊的管理 第十五章:產品使用測試	
17	期末報告	期末報告 Final Reports
18	彈性週	彈性週

教學策略 Teaching Strategies
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ✓ 参觀實習 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) ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
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 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	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(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

- 1. 所有報告請上傳至e-learning網站。
- 2. 鼓勵參加校內、外新產品開發/創新/創業/行銷(不限)等競賽,總成績加5-10分。

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.)

教科書目

新產品管理。黃延聰譯,華泰文化代理。 New Products Management. 第十一版. 2016. Crawford & Benedetto. 華泰文化。

New Products Management (英文)/12版. 2021. C. Merle Crawford C. Anthony Di Benedetto. 華泰文化。

參考書目

產品設計與開發。作者: Ulrich, K. T. (賓州大學華頓學院) & Eppinger, S. D. (麻省理工學院),譯者:張書文。2012年。普林斯頓。

創新的兩難。作者:克里斯汀生 Christensen, C. M. (哈佛大學),譯者:吳凱琳。2000年。天下雜誌。 創新者的解答。作者:克里斯汀生 Christensen, C. M. (哈佛大學) & 雷諾 Raynor, E. R.,譯者:李芳 齡、李田樹。2004年。天下雜誌。

創新者的修練。作者: Christensen, C. M. (哈佛大學), Anthony, S. D., & Roth, E. A.,譯者:李芳齡。2005年。天下雜誌。

科技創業聖經—如何找到下一個微軟。作者:Scott A. Shane (賓州大學華頓學院),譯者:徐永宜。2005年。台灣培生教育。

創新與創業精神—管理大師談創新實務與策略。作者: Peter F. Drucker,譯者:蕭富峰、李田樹。2002年5月三版一刷。臉譜出版。

Managing Technology and Innovation for Competitive Advantage. 2007. Narayanan, V. K. Person Education, Inc. 東華書局・新月圖書代理。

Marketing of High-Technology Products and Innovations. 2010. Mohr, J., Sengupta, S., & Slater, S. Person. 華泰文化代理。

Effective Project Management. 2010. Clements, J. D. & Gido, J. South-Western. 滄海代理。(Office Project 2007)

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/15-1034-12210,c3870-1.php

其他補充說明(Supplemental instructions)