



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	新產品開發		學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	New Product Development			
科目代碼 Course Code	IB_M0250	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	/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				
The aim of this course is to provide students with the tools, skills, and knowledge to overcome the inherent risks in new product development. We will focus on both the broader management issues involved in developing and implementing an effective new product strategy, such as creativity and innovation, as well as the tactical issues involved in conceiving, evaluating, testing, developing, and ultimately, launching new products. This is a Marketing course focusing on New Products				
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	Course Introduction			
2	Team Setup			Case Discussion:
3	Typhoon Day Off			Case Discussion:
4	Ch 1 The Strategic Elements of Product Development Ch 2 The New Products Process			Case Discussion:
5	Ch 3 Opportunity Identification and Selection: Strategic Planning for New Products Ch 4 Preparation and Alternatives			Case Discussion:
6	Ch 5 Problem-Based Ideation: Finding and Solving Customers' Problems			
7	Ch 6 Analytical Attribute Approaches: Introduction and Perceptual Mapping			
8	Ch 7 Analytical Attribute Approaches: Trade-off Analysis and Qualitative Techniques			
9	Mid-Term Report			Mid-Term Report
10	Ch8 The Concept Evaluation System			
11	Ch 9 Concept Testing			

12	Ch 10 The Full Screen	
13	Ch11 Sales Forecasting and Financial Analysis	
14	Ch12 Product Protocol	
15	Ch13 Design	
16	Ch14 Development Team Management Ch15 Product Use Testing	
17	Final-Term Report	Final-Term Report
18	Flexible Week	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: Related News Discussion

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)	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

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

New Products Management, 2021, Merle Crawford and Anthony Di Benedetto, McGraw Hill,

■ References:

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.)

Online teaching site:

https://teams.microsoft.com/l/channel/19%3a1fe41_Amj1JxrRTccLQuDFGTHLWcbKGBax718-ircTU1%40thread.tacy2/%25E4%25B8%2580%25E8%2588%25AC?groupId=7891880c-139d-4626-85ee-4c05e1289174&tenantId=edba3211-8174-4411-b089-357c588fa127

其他補充說明 (Supplemental instructions)