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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	IBM0250	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-offf Analysis and Qualitative Techniques	
9	Mid-Term Report	Mid-Term Report
10	Ch8 The Concept Evaluation System	
11	Ch 9 Concept Testing	

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12	Ch 10 The Full Screen						
13	Chll 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	Field Trip					
✓ 其他Mis	scellaneous: <u>Related News Discussion</u>						
	教 學 創 新 自 評 Teaching Self-Evaluation						
創新教學(Innovative Teaching)							
✓ 問題導	✓ 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							
跨域合作(Transdisciplinary Projects)							
一 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 othe	r:						

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%		<b>~</b>	<b>~</b>					
期中考成績 Midterm Exam	30%		~	~	~		<b>~</b>		
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/1/channel/19%3a1fE4I\_Amj1JxrRTccLQuDFGTHLWcbKGBax718-ircTU1% 40thread.tacv2/%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)