



## 教學計劃表 Syllabus

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|--|----------------------------|-----------------------------|---------------------------------|---|--------------------|
| 課程名稱(中文)<br>Course Name in Chinese   | 新產品開發                      |                             | 學年/學期<br>Academic Year/Semester | 115/1   |                    |
| 課程名稱(英文)<br>Course Name in English   | New Product Development    |                             |                                 |   |                    |
| 科目代碼<br>Course Code  | DMSI30000                  | 系級<br>Department & Year     | 學三                              | 開課單位<br>Course-Offering Department  | 數位行銷與服務創新國際<br>學士班 |
| 修別<br>Type   | 學程 Program                 | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |   |                    |
| 授課教師<br>Instructor   | /玓公明                       |                             |                                 |   |                    |
| 先修課程<br>Prerequisite   |                            |                             |                                 |   |                    |
| 課程描述 Course Description  |                            |                             |                                 |   |                    |
| New Product Development (NPD) is the heart of most companies today, from multi-national corporation to thriving startups. This course examines how firms develop, evaluate, and launch new products and services in competitive markets. It provides a comprehensive understanding of the NDP process—from opportunity identification and idea generation to concept testing, development, and commercialization. Students will learn how organizations integrate marketing, innovation, and strategic decision-making to create successful offerings while managing the high risks associated with new product failure. |                            |                             |                                 |   |                    |
| 課程目標 Course Objectives   |                            |                             |                                 |   |                    |
| By the end of this course, students will be able to:   |                            |                             |                                 |   |                    |
| <ul style="list-style-type: none"> <li>● Understand the new product development process and its strategic importance for firm growth.</li> <li>● Identify key factors influencing new product success and failure.</li> <li>● Apply strategic thinking and planning in early-stage product development.</li> <li>● Analyze market needs and customer insights and their relationship to new product success.</li> <li>● Collaborate effectively to design and present a new product concept.</li> </ul>  |                            |                             |                                 |   |                    |
| 系專業能力<br>Basic Learning Outcomes   |                            |                             |                                 | 課程目標與系專業能力<br>相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |                    |
| A  | 具備以資訊技術協助企業運作與商業管理之知識與應用能力 |                             |                                 | ●   |                    |
| B  | 具備邏輯思考、問題分析與解決之能力          |                             |                                 | ●   |                    |
| C  | 具備溝通協調與團隊合作之能力             |                             |                                 | ●   |                    |
| D  | 具備創新思維之能力                  |                             |                                 | ●   |                    |
| E  | 具備國際視野及外語溝通之能力             |                             |                                 | ○   |                    |
| 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  |                    |

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| 1  | 9/11: Course overview   | The schedule and content for each week are subject to change to meet the needs of the class. |
| 2  | 9/18: The New Product Development Process: Success, Failures, and Barriers          | The schedule and content for each week are subject to change to meet the needs of the class. |
| 3  | 9/25: Mid-Autumn Festival (Holiday) - NO CLASS                                      | The schedule and content for each week are subject to change to meet the needs of the class. |
| 4  | 10/2: Opportunity Identification and Selection                                      | The schedule and content for each week are subject to change to meet the needs of the class. |
| 5  | 10/9: National Day (Holiday) - NO CLASS   | The schedule and content for each week are subject to change to meet the needs of the class. |
| 6  | 10/16: Concept Generation (1): Finding and Solving Customers' Problems              | The schedule and content for each week are subject to change to meet the needs of the class. |
| 7  | 10/23: Concept Generation (2): Analytical Attribute Approaches                      | The schedule and content for each week are subject to change to meet the needs of the class. |
| 8  | 10/30: Concept Evaluation and Testing (1): Concept Testing                          | The schedule and content for each week are subject to change to meet the needs of the class. |
| 9  | 11/6: Concept Evaluation and Testing (2): Sales Forecasting and Financial Analysis  | The schedule and content for each week are subject to change to meet the needs of the class. |
| 10 | 11/13: Midterm Exam/Project   | The schedule and content for each week are subject to change to meet the needs of the class. |
| 11 | 11/20: Concept Evaluation and Testing (2): Sales Forecasting and Financial Analysis | The schedule and content for each week are subject to change to meet the needs of the class. |
| 12 | 11/27: Product Development (1): Product Design                                      | The schedule and content for each week are subject to change to meet the needs of the class. |

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| 13 | 12/4: Product Development (2): Product Use Testing               | The schedule and content for each week are subject to change to meet the needs of the class. |
| 14 | 12/11: Product Launch: Strategic Launch Planning, Market Testing | The schedule and content for each week are subject to change to meet the needs of the class. |
| 15 | 12/18: Other important issues; Consultation week                 | The schedule and content for each week are subject to change to meet the needs of the class. |
| 16 | 12/25: Final Project Presentation/Final Exam                     | The schedule and content for each week are subject to change to meet the needs of the class. |
| 17 | 1/1: New Year' s Day (Holiday) - NO CLASS                        | The schedule and content for each week are subject to change to meet the needs of the class. |

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| 彈性<br>教學<br>規劃<br>Flexible<br>Teaching<br>Plan | <p>請勾選(至少需勾選1 個項目):<br/>Please tick the box(es). (At least one item is required.):</p> <p><input checked="" type="checkbox"/> 問題討論 Problem-based Discussion</p> <p><input type="checkbox"/> 翻轉教學 Flipped Classroom</p> <p><input type="checkbox"/> 展演實作 Performance / Practical Presentation</p> <p><input type="checkbox"/> 校外參訪 Off-campus Visit</p> <p><input type="checkbox"/> 講座活動 Lecture / Seminar</p> <p><input type="checkbox"/> 線上作業 Online Assignments</p> <p><input type="checkbox"/> 自主學習 Self-directed Learning</p> <p><input type="checkbox"/> 課業輔導 Academic Support</p> <p><input type="checkbox"/> 實驗操作 Experiment Operation</p> <p><input type="checkbox"/> 遠距教學(同步) Distance Learning (Synchronous)</p> <p><input type="checkbox"/> 遠距教學(非同步) Distance Learning (Asynchronous)</p> <p><input type="checkbox"/> 其他(請填寫) Others (Please specify.):</p> <p>備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。<br/>Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.</p> |
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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:

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學期成績計算及多元評量方式 Grading & Assessments

| 配分項目<br>Items  | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
|--|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
|  |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record) | 10%                |                    | ✓        |          |          |          |          |          |    |
| 期中考成績 Midterm Exam                                       | 30%                | ✓                  | ✓        |          |          |          |          |          |    |
| 期末考成績 Final Exam   | 40%                | ✓                  | ✓        | ✓        |          |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments                      | 10%                | ✓                  | ✓        |          |          |          |          |          |    |
| 其他 Miscellaneous<br>(_____)                              | 10%                | ✓                  | ✓        |          |          |          |          |          |    |

評量方式補充說明

Grading & Assessments Supplemental instructions

1. Lecture
2. Discussion
3. In-class activities
4. Group project
5. Presentation
6. Exams

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.)

1. Crawford, C. M., & Di Benedetto, C. A. (2020). New products management (12th eds). McGraw-Hill.
2. Bstieler, L., & Noble, C. H. (Eds.). (2023). The PDMA handbook of innovation and new product development. John Wiley & Sons. (Extra readings)

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)