

六、教學進度(Syllabi)

2008/11/12 Mid term
2008/11/19 Alliance & Network
2008/11/26 R & D
2008/12/3 R & D
2008/12/10 technology Transfer
2008/12/17 Product and Brand
2008/12/24 NPD
2008/12/31 Market Research
2009/1/7 NPD Team
2009/1/14 Final Exam

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七、評量方式(Evaluation)

1. Mid term 30% 2. Final 40% 3. Group Paper 30%

八、講義位址(<http://>)

九、教育目標

重新查詢