

重新查詢

友善列印

0982學期 課程基本資料

系所 / 年級	經管系碩士班 1年級	課號 / 班別	83M00010 / B
學分數	3學分	選 / 必修	選修
科目中文名稱	科技與創新管理	科目英文名稱	Management of Technology and Innovation
主要授課老師	陳坤成	開課期間	一學年之下學期
人數上限	20 人	已選人數	12人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M519 / 星期4第05節
第1週 / 第18週 / M519 / 星期4第06節
第1週 / 第18週 / M519 / 星期4第07節

請各位同學遵守智慧財產權觀念；請勿非法影印。

教學綱要

一、教學目標(Objective)	The purpose of this course is to introduce and explore the concept of innovation management and technology management. 1.Understanding technology management content and management high-tech company. 2.Understanding the purpose of technology forecasting, and the purpose of evaluation enterprise.
二、先修科目(Pre Course)	1.management 2.Economics 3.Accounting
三、教材內容(Outline)	1.Innovation managemnt: an introduction 2.Economics and market adoption 3.Managing innovation within firms 4.Innovation and operations management 5.Managing intellectual property 6.Managing organisation knowledge 7.Stretagic alliances and network 8.Management of research and development 9.Managing R&D projects 10.open innovation and technology transfer 11.Product and brand strategy 12.New product development
四、教學方式(Teaching Method)	1.Following the course outline teaching content of the textbook. 2.Reading and Discussion of paper. 3.Discussion case study of textbook.
五、參考書目(Reference)	1.Innovation Management and New Product Development : Paul Trott 高立圖書公司 ISBN: 978-0-273-71315-9 2.The Management of technology and innovation: A strategic approach

2010/2/25	An Overview of management of technology	陳坤成
2010/3/4	Ch1 Innovation management/ P 「 Ch2 Economics and market adoption, TA demonstration」 / Paper 1(presentation by students)	陳坤成
2010/3/11	Ch3 Managing innovation within firms / Paper 2 () ; Case study 1 (The success of the iPod raises the licensing question for Apple P.29)<--presentation by students	陳坤成
2010/3/18	Ch4 Innovation and operations management / Paper 3 () / Case study 2(The European Innovation Scoreboard P.64)	陳坤成

六、教學進度(Syllabi)

2010/3/25	Ch5 Managing intellectual property / Paper 4 ()/Case study 3(Gore-Tex and W.L. Gore & associates: An innovative company and a contemporary culture P. 99)	陳坤成
2010/4/1	Ch6 Managing organisational knowledge / Paper 5 ()/ Case study 4(Novels, new products and Harry Potter P.135)	陳坤成
2010/4/8	Ch7 Strategic alliances and networks / Paper 6 ()/ Case study 5(Pricing, patents and profits in the pharmaceutical industry P.172)	陳坤成
2010/4/15	Ch8 Management of research and development / Case study 6(The cork industry, the wine industry and the need for closure P.023)	陳坤成
2010/4/22	Middle Test	陳坤成
2010/4/29	Ch9 Managing R&D projects / Paper 7 ()/ Case study 7(the Hollywood film industry and the role of knowledge network organizations P.240)	陳坤成
2010/5/6	Ch10 Open innovation and technology transfer / Paper 8 ()/ Case study 8(The long and difficult 13 years journey to the marketplace for pfizer's Viagra P275)	陳坤成
2010/5/13	Ch11 Product and brand strategy / Paper 8 ()/Case study 9(The role of clinical research in the pharmaceutical industry P.309)	陳坤成
2010/5/20	Ch12 New product development / Paper 9 ()/Case study 10(Sony-Ericsson mobile phone joint venture dependent on technology transfer P.339)	陳坤成
2010/5/27	Ch13 Packaging and product development / Paper 10 ()/Case study 11(The role of design in the development of a wheelchair for cerebral palsy sufferers P.380)	陳坤成
2010/6/3	Ch14 New service innovation / Case study 12(Launching innocent into the growing fruit smoothie market P.412)	陳坤成
2010/6/10	Presentation project report (group 1~3)	陳坤成
2010/6/17	Presentation project report (group 4~6)	陳坤成
2010/6/24	Final test	陳坤成

七、評量方式(Evaluation)

1. Participation is 20%; 2. Personal presentation is 20%; 3. Middle test is 20%; 4. Final test is 20%; 5. Final report is 20%.

八、講義位址(http://)

<http://tw.myblog.yahoo.com/jameskc-chen>

九、教育目標

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