

南台科技大學 98 學年度第 2 期課程資訊

課程名稱	創新管理
課程編碼	7ZM02301
系所代碼	07
開課班級	碩企管國際一甲 碩企管國際二甲
開課教師	朱大中
學分	3.0
時數	3
上課節次地點	二 6 7 8 教室 S209B
必選修	選修
課程概述	Concepts and skills on innovation management will be introduced. Major lectures will focus on how innovation can be a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins.
課程目標	The objective of this course is to provide students insights about how innovation affects the competitive dynamics of markets, how firms can strategically manage product technology development innovation, and how firms can implement their innovation strategies to maximize their success.
課程大綱	<p>Innovation is a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins, it is also a competitive race that must be run with speed, skill, and precision. It is not enough for a firm to be innovative – to be successful it must innovate better than its competitors. This course hopes to provide students many insights about how innovation affects the competitive dynamics of markets, how firms can strategically manage innovation, and how firms can implement their innovation strategies to maximize their success. Topics of this course include:</p> <ol style="list-style-type: none"> 1. Sources of Innovation 2. Types of Innovation 3. Standards & Design Dominance 4. Time of Entry 5. Defining the Organization's Strategic Direction 6. Choosing Innovation Projects 7. Protecting Innovation 8. Organizing Innovation 9. Managing the New Product Development Process 10. Crafting a Deployment Strategy
英文大綱	Innovation is a powerful means of competitive differentiation, enabling firms to

	<p>penetrate new markets and achieve higher margins, it is also a competitive race that must be run with speed, skill, and precision. It is not enough for a firm to be innovative – to be successful it must innovate better than its competitors. This course hopes to provide students many insights about how innovation affects the competitive dynamics of markets, how firms can strategically manage innovation, and how firms can implement their innovation strategies to maximize their success. Topics of this course include:</p> <ol style="list-style-type: none"> 1. Sources of Innovation 2. Types of Innovation 3. Standards & Design Dominance 4. Time of Entry 5. Defining the Organization’s Strategic Direction 6. Choosing Innovation Projects 7. Protecting Innovation 8. Organizing Innovation 9. Managing the New Product Development Process 10.Crafting a Deployment Strategy
教學方式	課堂教授,口頭報告,
評量方法	自行設計測驗,口頭報告,
指定用書	Strategic Management of Technological Innovation
參考書籍	White, M.A. and Bruton G.D., The Management of Technology and Innovation: A Strategic Approach, Thomson, 1st Edition, 2007
先修科目	
教學資源	
注意事項	
全程外語授課	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	