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| 學年期                                                  | 113學年度第1學期課程                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 學科代號<br>Subject Code | 2931R1        |                |
| 科目名稱<br>Course Title                                 | 創新管理<br>Innovation Management                                                                                                                                                                                                                                                                                                                                                                                                                                             | 課程簡碼<br>Course No.   | EIB-31R-01-A1 |                |
| 開課系級<br>Dept                                         | 國際企業英語學士學位學程三年甲班<br>A-EIB-3A                                                                                                                                                                                                                                                                                                                                                                                                                                              | 學分數<br>Credit(s)     | 3             | 時數<br>Hour(s)3 |
| 選別<br>Required or Elective                           | 4-系必                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 開課別<br>Duration      | 半年 第一學期       |                |
| 授課教師<br>Instructor                                   | 林志丞                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |               |                |
| 授課教師學術專長<br>the Instructor's Areas of Specialization | 企業管理 創新管理                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |               |                |
| 缺曠課規定<br>Attendance Policy                           | 缺曠課時數（含事／病假）達授課總時數三分之一（18 小時）以上者，學期成績以零分計。<br>Student will receive a semester grade of zero for a course if absences from class exceed one third (18hrs) of total class hours.                                                                                                                                                                                                                                                                                            |                      |               |                |
| 中文課程概要<br>Chinese Course Description                 | Innovation is a beautiful thing. It is a force with both aesthetic and pragmatic appeal: It unleashes our creative spirit, opening our minds to hitherto undreamed of possibilities, while simultaneously accelerating economic growth and providing advances in such crucial human endeavors as medicine, agriculture, and education. Innovation is a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins  |                      |               |                |
| 英文課程概要<br>English Course Description                 | Innovation is a beautiful thing. It is a force with both aesthetic and pragmatic appeal: It unleashes our creative spirit, opening our minds to hitherto undreamed of possibilities, while simultaneously accelerating economic growth and providing advances in such crucial human endeavors as medicine, agriculture, and education. Innovation is a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins. |                      |               |                |

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|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                                   | differentiation, enabling firms to penetrate new markets and achieve higher margins.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                       |
| 基本核心能力 / 系核心能力<br>Core Competency | 核心能力                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 核心能力說明                                                                                |
|                                   | 具備專業知識與應用能力                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 透過學程必、選修課程以養成學生具備國際企業專業知識，並強化專業領域應用能力，以形塑學生成為理論與實務兼備之儲備管理人才。                          |
|                                   | 具備專業倫理及敬業態度                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 透過修習企業領導與倫理相關課程、企業參訪，培養學生尊重企業倫理與具備敬業態度。                                               |
|                                   | 具備跨領域整合能力                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 透過跨院系支援教師、必選修專業課程、學分學程及畢業專題，培養學生具備跨域整合之能力，以符合未來從事商業管理相關領域工作之發展趨勢與需求。                  |
|                                   | 具備領導及溝通能力                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 透過各國師生之共同學習與交流、研習相關課程、參與校內外競賽及畢業專題發表，以培養學生在全球化浪潮下具備領導與溝通能力。                           |
|                                   | 具備國際素養                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 透過建構國際化校園與積極鼓勵學生赴海外姊妹校短期交換、雙聯學位、邀請姊妹校教師授課與演講、參訪國際企業、進行國際學術交流等方式，以培養學生成為具備國際素養之儲備管理人才。 |
|                                   | 『註:該課程之核心能力以紅色表示。』                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                       |
| 教學目標<br>Course Objectives         | <p>1.拓展學生國際視野。2.以創新學習的方式，提供學生實務經驗。3.培育適應國際工作環境的技術與能力</p> <p>Innovation is a beautiful thing. It is a force with both aesthetic and pragmatic appeal: It unleashes our creative spirit, opening our minds to hitherto undreamed of possibilities, while simultaneously accelerating economic growth and providing advances in such crucial human endeavors as medicine, agriculture, and education. Innovation is a powerful means of competitive differentiation, enabling firms to penetrate new markets and achieve higher margins. To be successful, it is not enough for a firm to be innovative- it must be more innovative than its competitors to sustain its competitive advantage. Though this course, you will learn how to manage innovation in a strategic process perspective through practices of well-known firms in the world.</p> |                                                                                       |

授課方式  
Approach to Instruction

Course assessment  
Class participation (15%) individual  
Attendance (15%)  
Group case presentation (25%)  
3. Midterm exam (20%)  
4. Final exam (25%)  
Class participation  
The class discussion is an important chance to learn, so participation is taken seriously. In class you can learn from your fellow students and practice the verbal skills of communication and dialogue. If you are absent from a class without a reasonable excuse, your participation grade for the day will be zero. You need to participate actively. If you attend every class but not engaged, your grade will be not as good as you expect, it will probably be a C. An A or a B will be earned by activity in the classroom.  
Attendance  
I will check the attendance randomly. The first week of the class, midterm exam and final exam will not be checked. If you miss 1 class, your attendance will be deducted 2 out of 15%. If you miss 2 classes, your attendance will be deducted 4 out of 15%. If you miss 3 classes, your attendance will be deducted 6 out of 15%. If you miss more than 3 classes, then you will get a 0 for your attendance.  
Give that there are unexpected and uncontrollable events in everyone's life, one class can be missed without any penalty to your grade (except group case presentation).  
Group case presentation (written report 15%) (oral presentation 10%)  
Find a firm (either international or national firms) which facing severe problems. The problems can be losing sales, losing customers or anything that you believe is considered as problematic. Your job is to analyze why the problems occur and provide solutions to kill the bottlenecks. You will be responsible for providing a 2000 - 3000 word document presented as a report. In addition, you will need to prove a PowerPoint presentation of no more than 10 slides, to be used for a 20-minute presentation in week 13, 14, 15 or 16, depending on the date of your presentation.  
15 minutes presentation, 5 minutes Q&A  
The paper will have an introduction (300-500 words), problem analysis (700-1000 words), solution analysis (750 -100 words), and a conclusion (300 - 500 words). The 4 topics are to be written in paper. All cited references (minimum 5) must be listed in APA6/Harvard format on a separate page. If the essay does not meet all the above criteria you will have a grade reduction or receive 0 for the work.  
Midterm exam  
The midterm exam will cover weeks 2-7. The exam will consist true or false and multiple choice questions. The exam will be held on April 15th from 9:30 to 11:30 (you are free to go when exam is completed).  
Final exam  
The midterm exam will cover weeks 10-16. The exam will consist true or false and multiple choice questions. The exam will be held on June 17th from 9:30 to 11:30 (you are free to go when exam is completed).

**課程與專門議題之關聯性Relationship between Courses and Specific Issues**  
**課程學習融入下列議題的程度The degree to which specific issues are integrated into courses**

| 議題<br>Issue                             | 關聯性<br>Relevance         | 議題<br>Issue                                   | 關聯性<br>Relevance         |
|-----------------------------------------|--------------------------|-----------------------------------------------|--------------------------|
| 性別平等教育<br>Gender Equality               | 無關聯性(No Relevance)       | 環境與能源教育<br>Environment, Energy and Resources  | 直接相關(Direct Relevance)   |
| 品德教育<br>Character Education             | 無關聯性(No Relevance)       | 職業安全衛生教育<br>Occupational Secutity and Hygiene | 間接相關(Indirect Relevance) |
| 生命教育<br>Life Education                  | 無關聯性(No Relevance)       | 保護智慧財產權<br>Copyright Protection               | 直接相關(Direct Relevance)   |
| 法治教育<br>Law-Related Education           | 間接相關(Indirect Relevance) | 個人資料保護<br>Personal Information Protection     | 間接相關(Indirect Relevance) |
| 公民教育<br>Civic Education                 | 間接相關(Indirect Relevance) | 資訊安全<br>Information Technology Security       | 直接相關(Direct Relevance)   |
| 人權教育<br>Human Rights                    | 無關聯性(No Relevance)       | 生涯規劃<br>Career Planning                       | 間接相關(Indirect Relevance) |
| 服務學習<br>Service Learning                | 間接相關(Indirect Relevance) | 多元文化學習<br>Multi-Cultural Learning             | 直接相關(Direct Relevance)   |
| 生活防災教育<br>Disaster Prevention Education | 間接相關(Indirect Relevance) | 食品安全教育<br>Food Safety Education               | 間接相關(Indirect Relevance) |
| 長期照護<br>Long-Term Care                  | 無關聯性(No Relevance)       | 媒體素養<br>Media Literacy                        | 間接相關(Indirect Relevance) |
| 家庭與婚姻<br>Family and Marriage            | 無關聯性(No Relevance)       | 勞動權益教育<br>Labor Rights                        | 間接相關(Indirect Relevance) |

**聯合國永續發展目標(SDGS)**



| 週次<br>Week | 進度内容<br>Syllabus                                |
|------------|-------------------------------------------------|
| 第1週        | Course introduction                             |
| 第2週        | Introduction                                    |
| 第3週        | Source of innovation                            |
| 第4週        | Types and patterns of innovation                |
| 第5週        | Standards battles and design dominance          |
| 第6週        | Timing of entry                                 |
| 第7週        | Defining the organization's strategic direction |
| 第8週        | Review                                          |
| 第9週        | Midterm exam                                    |
| 第10週       | Choosing innovation project                     |
| 第11週       | Collaboration strategies                        |
| 第12週       | Protecting innovation                           |
| 第13週       | Organizing for innovation                       |
| 第14週       | Managing the new product development process    |
| 第15週       | Managing new product development team           |
| 第16週       | final presentation                              |
| 第17週       | Final presentation                              |
| 第18週       | Self study                                      |

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|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>課程授課語言</b><br><b>Course language</b>               | 英語                                                                                                                                                                      |
| <b>是否自編教材</b><br><b>Whether self-edited textbooks</b> | 否                                                                                                                                                                       |
| <b>成績評定</b><br><b>Grading</b>                         | 平時評量 20% : Class participation and Attendance<br>期中評量 30% : Midterm exam (筆試)<br>期末評量 40% : Final Presentation<br>其他評量 10% : Group case presentation                    |
| <b>參考書目</b><br><b>Textbooks and References</b>        | Schilling, M. A. Strategic Management of Technological Innovation, 6th Ed., McGraw Hill Iriwn, 2020.                                                                    |
| <b>聯絡方式</b><br><b>Contact Info</b>                    |                                                                                                                                                                         |
| <b>備註</b><br><b>Remark</b>                            | (1)線上教學型態：同步。(2)使用平台或軟體：Tronclass / Google Meet/ (3)教師聯絡方式：ccclin@g2.usc.edu.tw <a href="https://meet.google.com/rfy-jpmf-cha">https://meet.google.com/rfy-jpmf-cha</a> |