

朝陽科技大學 091學年度第2學期教學大綱  
Innovation Strategy 創新策略

當期課號	7197	Course Number	7197
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	創新策略	Course Name	Innovation Strategy
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	創新活動被視為策略性的課題，本課程的目的便是從創新原理了解創新的型態、範圍、流程及關鍵要素、與創新流程，以便於企業採用創新策略時，以較具體的方法或學理依據，協助推動創新活動，進而得較佳之創新成果。	Objectives	This course views innovation as a strategic problem. The purpose of this course is to introduce the innovation theory for innovation management and operation. It covers the innovation types, scopes, processes, and critical success factors for understanding and undertaking innovation strategies. Business cases with excellent innovation performances will be adopted in this course as discussion materials (3 credit hours)
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁	-		
教學內容		Syllabus	

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