朝陽科技大學 093學年度第1學期教學大綱
Product Planning 產品企劃

當期課號	3051	Course Number	3051
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	產品企劃	Course Name	Product Planning
開課單位	工業設計系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	一、使學生對一般產品企劃的整體作業流程及其各個階段之工作內容有所瞭解，以期將來面臨工業設計師工作崗位上之設計企劃任務時，能備有必要之基礎知識。二、使學生更具市場之敏感度，真正養成使用者導向之設計價值觀。以期能夠經常確保其所從事之設計正是使用者所需求之產品。三、在課程中養成同學自行完成一件產品企劃案之能力，以期在畢業專題設計之企劃上可有正確之著力點。	Objectives	1.Understanding procedures and contents in each step of a product planing project. 2.Enhancing marketing awareness amomg students, which in tern, will make them becoming more user oriented in their future designs. 3.Devicing students with the ability to program a product planing projet，expect to have the correct point of put forth effort on the planning of the graduation monograph design.
教材	教師自行編製講義（Handouts are edited by the teacher）	Teaching Materials	
成績評量方式	1.期中報告－－20% (產品企劃成功案例書籍閱讀心得） 2.期末報告－－40% A.上課中所介紹非講義內容部分之心得--10% B.新產品企劃演練--30% 3.平時成績－－40% （由平時上課中之參與及用心度加以評定）	Grading	1.Mid-term report--20% (Report on reading books of Case Studies on successful product planning) 2.Final report--40% (A)Report on reflections on the subjects covered in the classes that are not included in the handouts--10% (B)Practice of produt planning--30% 3.Classroom interactions: 40% (Rated according to the attandance and participation of students in each class)
教師網頁	_		
教學內容	《課程目標》 1.使學生對一般產品企劃的整體作業流程及其各個階段之工作內容有所瞭解，以期將來面臨工業設計師工作崗位上之設計企劃任務時，能備有必要之基礎知識。 2.使學生更具市場之敏感度，真正養成使用者導向之設計價值觀。以期能夠經常確保其所從事之設計正是使用者所需求之產品。 3.在課程中養成同學自行完成一件產品企劃案之能力，以期在畢業專題設計之企劃上可有正確之著力點。 《教學內容》 1.新產品開發與企劃之基本概念。 2.產品企劃之作業流程及各階段工作內容。 3.KJ法在產品企劃中之應用。 4.新產品企劃書之內容概要及其撰寫。	Syllabus	《Objectives》 1.Understanding procedures and contents in each step of a product planing project. 2.Enhancing marketing awareness amomg students, which in tern, will make them becoming more user oriented in their future designs. 3.Bestowing students with the ability to perform the task of product planning projects independently, which will also be useful for planning their own Graduation Design Project. 《Syllabus》 1.Fundamental concepts on product planning. 2.The process and contents in each step of product planning. 3.The application of KJ method in product planning. 4.The content structure and preparation of new product planning proposal.

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