

朝陽科技大學 093學年度第1學期教學大綱
Special Topics on Technology Management (II) 科技管理研究專題(二)

當期課號	7139	Course Number	7139
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	科技管理研究專題(二)	Course Name	Special Topics on Technology Management (II)
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	本課程旨在針對參與研究群教師之指導學生進行定期團隊研究教學，先以指定之科技管理相關文獻為研討主題，繼則以個別修課同學之研究主題為研討對象，以協助修課同學之論文寫作。	Objectives	In today's increasingly competitive business environment characterized by shortened product life cycles, global competition, increased market segmentation, and re-structured industry value chains, there is a critical need for men and women with a passion for technology who understand their firm's business models and can contribute to the successes of their organization. This course is to improve graduate students' abilities of research to the topics of Technology Management. The class is led by thesis advisors will guide students' thesis writing through group discussion on journal papers and research themes periodically. Group work is not only acceptable but actively encouraged.
教材	科技管理相關文獻約12篇	Teaching Materials	
成績評量方式	分組報告 50% 期末報告 50%	Grading	Group Presentation 50% Final Paper 50%
教師網頁	www.cyut.edu.tw/~mishyu		
教學內容	本課程旨在探討企業面對日趨競爭之產業環境如何分析其核心競爭力並藉由技術革新以開創新市場、維繫既有市場，並於課程中適度引入新興科技簡介，以闡明科技發展趨勢，以便藉由文獻探討與群組討論科技管理領域之研究課題。	Syllabus	The aim of this course is to help students explore the core competitiveness of business. It introduces concepts for analyzing the processes of creation and commercialization from technology. Besides, emerging technologies will be introduced, such as biotechnology. So that the students can catch the MOT research topics by literature review and group discussion.

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