朝陽科技大學 093學年度第2學期教學大綱
Technology Management 科技管理

當期課號	1840	Course Number	1840
授課教師	葉治明	Instructor	YEH,CHIH MING
中文課名	科技管理	Course Name	Technology Management
開課單位	會計系(四日)一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。	Objectives	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.
教材	Management of Technology: The key to competitiveness and wealth creation (2000), Tarek Khalil, McGraw-Hill 科技管理， Tarek M. Khalil原著，孫善政譯，美商麥格羅希爾	Teaching Materials	
成績評量方式	平時成績（含課堂參與表現及指定作業） 20% 分組報告 20% 期中考 30% 期末報告 30%	Grading	Class Participation & Individual Assignments 20% Group Presentation 20% Midterm Exam. 30% Final Paper 30%
教師網頁	_		
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。	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, .

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