

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

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| 當期課號 | 6293 | Course Number | 6293 |
| 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(二進)三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, . |

尊重智慧財產權，請勿非法影印。