

朝陽科技大學 093學年度第2學期教學大綱
Innovation Strategy 創新策略

當期課號	7146	Course Number	7146
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	Rogers, E.M.(1995), Diffusion of Innovation, The Free Press 周旭華譯,(1998), 勇於創新:組織的改造與重生,天下文化 金周英等譯,(2001), 知識經濟的創新策略:智慧的覺醒,米娜貝爾 巫宗融譯,(2001), 突破性思考:哈佛商業評論, 天下文化	Teaching Materials	
成績評量方式	課堂討論 40% 文獻報告 30% 個案報告 30%	Grading	Course Discussion 40% Literature Review 30% Case Report 30%
教師網頁	www.cyut.edu.tw/~mlshyu		
教學內容	創新是建立並維持競爭優勢的前提，創新應該視為企業的策略議題，建立良好的創新系統需要善用目前已經具有的創新理論知識與實務，包含創新的來源、創意性的提案、創新的實現等，再配合管理領域的策略規劃、專案管理等知識技能，本課程的目的便是從創新及管理的原理了解創新的重要性、創新的關鍵要素、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。	Syllabus	Innovation is now a critical factor for business competitiveness. Business should view innovation as a strategic alternatives and construct an effective organizational environment for innovation. This innovation system should consider such factors as innovation source, creativity, and implementation. The purpose of this course is to understand the process of innovation and innovation strategy formation, so that an organization can effectively adopt and generate useful innovations and result in competitiveness.

尊重智慧財產權，請勿非法影印。