

朝陽科技大學 094學年度第2學期教學大綱
Creative Idea Generation and Management 創意開發與管理

當期課號	7571	Course Number	7571
授課教師	黃淑琴	Instructor	HUANG,SHU CHIN
中文課名	創意開發與管理	Course Name	Creative Idea Generation and Management
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<p>本課程主要目標有四：1.培養創意管理的能力：介紹創意團隊工具，透過主題遊戲練習，讓每位同學都有能力產生創意、組織創意乃至評估創意。2.學習創意技術的運用：瞭解一系列創意技術的用途與使用時機，重新塑造創意思考模式，激發新思維。3.將創意技術應用在管理領域：將創意技術結合於企業的管理工作上。4.刺激創意產生的速度：藉由文字、圖片、影像、音樂等實際範例，協助同學未來在職場上，產出源源不絕的新想法。</p>	Objectives	<p>The main objectives of this course include: 1. to cultivate students' abilities for creativity management: an introduction of the tool for creative idea generation, along with the exercise for students to acquire the knowledge of generating, organizing and evaluating creative ideas; 2. to understand how to apply the skills for generating creative ideas: to understand the function and the occasion of usage for a series of skills learned, and re-construct the model for creative thinking; 3. to apply the skills of creative idea generation in the field of management; 4. to enhance the speed of creative idea generation: a continuous new idea generation through the real examples derived from words, pictures, films or music... etc.</p>
教材	隨堂講義為主；其他閱讀資料，另行建議。	Teaching Materials	
成績評量方式	出席與參與(實體)：15% 創意工具演練(課堂活動)：35% 小創意大發明：50%	Grading	Participation 15% Exercise Results 35% Grouping Report 50%
教師網頁	-		
教學內容	<p>知識經濟的時代，首重腦力價值，如何發掘創意潛能，並且應用於企業管理的工作範疇，是本課程的教育宗旨。而根本目標則是激發同學們的創意熱情與潛力。</p> <p>參與本課程同學將能享受教育部創意發想與實踐計畫資源，並以活潑有趣且多元方式教學，包括成功創意案例分享、影片觀賞、創意專家演講或表演、創意工具練習等。</p> <p>主題包括：創造力概念與能力檢驗、創意思考訓練、創造力技術概念與應用、專利檢索、小創意大發明、創意行銷、創意技術在管理的應用。</p>	Syllabus	<p>As the value of brain's ability has been emphasized under the age of knowledge economy, the main purpose of this course is to arouse students' enthusiasms and their creative potentials in the field of business administration. The students in this class are able to utilize the resource provided by the Ministry of Education. Also, a variety of teaching methods will be applied to enrich the content of instruction, including case study for sharing innovative experience of the successful case, film viewing, speech or demo made by the export of innovation and the practice for the techniques of innovation. Based on the mentioned principle, the scope of learning content of this course covers the areas, including the exploration of the creative concept and ability, the training of creative thinking, the application of the innovation concept and ability, the use of patent database, great innovation with a little creativity, creativity marketing and the technique of innovation for business administration.</p>