

朝陽科技大學 095學年度第1學期教學大綱
Strategy of Hi-Tech Industry 科技產業經營策略

當期課號	7576	Course Number	7576
授課教師	陳明德	Instructor	CHEN, MING DER
中文課名	科技產業經營策略	Course Name	Strategy of Hi-Tech Industry
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	科技管理在管理領域逐漸扮演關鍵性的策略角色，技術的策略、建立及商品化流程為重要議題，新興技術如生物技術、奈米技術等亦須留意其發展趨勢，本課程旨在探討科技策略及管理之基本概念，主要的課題包含創業、創投、創新、技術發展流程、技術預測以及研發專案及人力資源管理。	Objectives	Technology Management plays a critical strategic role in achieving top management objectives. To help students explore the core competitiveness of business, the class will introduce concepts for analyzing the processes of creation and commercialization from technology. Besides, emerging technologies will be introduced, such as biotechnology and nanotechnology. The purpose of this course is to introduce the basic concepts of technology management and strategy. The class offers essential topics in the technology management, students will become familiar with entrepreneurship, developing and managing new ventures, managing innovation, technology life cycles, forecasting, and managing R&D personnel and projects. (3 credit hours)
教材	授課老師自編講義	Teaching Materials	Provided by lecturer in class
成績評量方式	課堂討論30% 個案研究報告30% 期末專題報告40%	Grading	Class Participation: 30% Case Study Report: 35% Final Report: 40%
教師網頁	-		
教學內容	本課程著重於領導、管理、創新、轉型、策略五大領域。 以宏觀系統思考、講解科技管理、財金經貿、兩岸經貿、國際情勢及招商策略、人際關係運用策略，以延伸同學個人的核心優勢及培養國際觀。	Syllabus	The course focus on discussion of the topics about leadership, management, innovation, business transform, strategy.

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