朝陽科技大學 096學年度第1學期教學大綱
Creativity Developement and Practice 創意發想與實踐

當期課號	1181	Course Number	1181
授課教師	黃淑琴	Instructor	HUANG,SHU CHIN
中文課名	創意發想與實踐	Course Name	Creativity Developement and Practice
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	知識經濟的核心不在於你知道什麼，而是在於你能創造什麼別人不知道或沒想到的東西，本課程就是在培養同學由已知的專業知識，開發未知的事物。我們的上課方式除了一連串的創意活動與競賽、觀摩，來啓發同學創造力，並融合專家演講和企業參訪，提昇對創造力實踐之能力。	Objectives	This course tries to recognize the creative dimensions of giftedness, to demonstrate the ability to identify and develop the creative potential of students and improve competence in applying creativity in the workplace. Finally, we hope foster the continued development of students' creative potential through the use of creative methods, including brainstorming, visual imagery and creative problem solving
教材	隨堂講義爲主 沈翠蓮，2005，創意原理與設計，五南文化。 周卓明，2005，創意思考訓練，全華。	Teaching Materials	
成績評量方式	上課參與:20% 創意工具演練:40% 團體報告:40%	Grading	Participation 20% Exercise Results 40% Grouping Report 40%
教師網頁			
教學內容	知識經濟的時代，腦力的價值高於一切，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。 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。	Syllabus	This course tries to recognize the creative dimensions of giftedness, to demonstrate the ability to identify and develop the creative potential of students and improve competence in applying creativity in the workplace. Finally, we hope foster the continued development of students' creative potential through the use of creative methods, including brainstorming, visual imagery and creative problem solving

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