朝陽科技大學 096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	7598	Course Number	7598
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
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、建立及商品化流成程爲重要議題，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 introduces concepts for analyzing the processes of creation and commercialization from technology. Besides, emerging technologies will be introduced, such as biotechnology and nana-technology. 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	Tarek M. Khalil, (2000), Management of Technology: The key to Competitiveness and Wealth Creation, McGraw-Hill MOT Literatures	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	本課程旨在了解技術(含產品技術、生產技術、資訊技術)的組成、技術發展流程(包含政府之產業技術及企業之私有技術)以及技術相關人員(技術員、工程師、科學家、主管)與技術組織之特性，以便善用或修正規劃、控制、組織、領導、協調等管理技能，運用技術創新來提昇競爭優勢，並協助有興趣於科技管理研究的同學尋找研究主題。	Syllabus	The purpose of this course is to understand the characteristics of technologies(including product technology, production technology, and information technology), technology development processes (including industrial level and firm level technologies), human resource, and technological organization. So that, by using management skills, the students can effectively apply technological innovation to enhance competitive advantage. Besides, some research issues will be explored for students majored in MOT field.

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