朝陽科技大學 096學年度第1學期教學大綱
Theories on Product Planning 產品企劃特論

當期課號	7772	Course Number	7772
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	產品企劃特論	Course Name	Theories on Product Planning
開課單位	設計研究所碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	《課程目標》 1.使研究生瞭解產品企劃功能對於企業經營以及經濟活動的意義與功能。 2.建立對於產品企劃整體作業流程與工作內容之深入瞭解，及獨立執行產品企劃任務之能力。 3.強化使用者至上之設計價值觀，及對市場需求之敏感度。 4.本課程將全程採用英文授課，以加強研究生之英文程度。	Objectives	《Objectives》 1.Understanding the role and meaning of product planning within enterprises and economies. 2.Establishing the knowledge on procedures and contents of a product planing project. 3.Enhancing user oriented awareness and sensibility to consumer needs amomg students. 4.In order to enhance our students' English ability, this course will be taught in English throughout the whole semester.
教材	1.The Design of Things to Come by: C.M. Vogel /J. Cagan/ P. Boatwright Upper Saddle River, N.J.: Wharton School Pub., 2005 ISBN: 0131860828 2.Exploring Requirements by: D.C. Gause /G.M. Weinberg New York, NY: Dorset House Pub., 1989 ISBN: 0932633137	Teaching Materials	1.The Design of Things to Come by: C.M. Vogel /J. Cagan/ P. Boatwright Upper Saddle River, N.J.: Wharton School Pub., 2005 ISBN: 0131860828 2.Exploring Requirements by: D.C. Gause /G.M. Weinberg New York, NY: Dorset House Pub., 1989 ISBN: 0932633137
成績評量方式	1.期中報告－－20% 2.期末報告－－40% A.心得報告--10% B.產品企劃演練--30% 3.平時成績－－40% （由平時上課中之參與及用心度加以評定）	Grading	1.Mid-term report--20% 2.Final report--40% (A)Report of reflections--10% (B)Practice of produt planning--30% 3.Classroom interactions: 40% (Rated according to the attandance and participation of students in each class)
教師網頁			
教學內容	《課程目標》 1.使研究生瞭解產品企劃功能對於企業經營以及經濟活動的意義與功能。 2.建立對於產品企劃整體作業流程與工作內容之深入瞭解，及獨立執行產品企劃任務之能力。 3.強化使用者至上之設計價值觀，及對市場需求之敏感度。 4.本課程將全程採用英文授課，以加強研究生之英文程度。 《教學內容》 1.產品企劃與企業經營、經濟發展之關聯。 2.進行產品企劃之思考邏輯與作業流程。 3.執行產品企劃的方法與演練。 4.產品企劃書之必要項目及其意義。	Syllabus	《Objectives》 1.Understanding the role and meaning of product planning within enterprises and economies. 2.Establishing the knowledge on procedures and contents of a product planing project. 3.Enhancing user oriented awareness and sensibility to consumer needs amomg students. 4.In order to enhance our students' English ability, this course will be taught in English throughout the whole semester. 《Syllabus》 1.The relationship between product planning, business strategy, and economic activities. 2.The thinking logic, process and contents in product planning. 3.The methodology and practice in product planning.

			4.The content structure of a new product planning proposal and its implications.

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