

朝陽科技大學 096學年度第2學期教學大綱
Technology Management Research 科技管理研究

當期課號	7044	Course Number	7044
授課教師	賴志松	Instructor	LAI, CHIH SUNG
中文課名	科技管理研究	Course Name	Technology Management Research
開課單位	企業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程旨在探討企業面對日趨競爭之產業環境如何分析其核心競爭力並藉由技術革新以開創新市場、維繫既有市場，並於課程中適度引入新興科技簡介，以闡明科技發展趨勢。	Objectives	The aim of this course is to help students explore the core competitiveness of business. It introduces concepts for analyzing the processes of creation and commercialization from technology. Besides, emerging technologies will be introduced, such as biotechnology
教材	Tarek M. Khalil, (2000), Management of Technology: The key to Competitiveness and Wealth Creation, McGraw-Hill MOT Literatures	Teaching Materials	Tarek M. Khalil, (2000), Management of Technology: The key to Competitiveness and Wealth Creation, McGraw-Hill MOT Literatures
成績評量方式	平時成績 30% 分組報告 30% 期末考 40% 點名不到，每次扣學期成績3分	Grading	Course Discussion 30% Group Presentation 30% Final Exam. 40%
教師網頁	http://163.17.28.140		
教學內容	1－課程說明、先導概念 2－科技管理概念架構 3－科技之價值創造 4－科技管理的重要因素 5－科技管理的新型典範 6－技術與產品生命週期 7－技術創新過程 8－競爭力 9－期中考試 10－企業與技術策略 11－技術規劃 12－企業與技術策略 13－技術的獲得與開發 14－技術移轉與技術預測 15~17－個案報告 18－期末考試	Syllabus	introduction framework of MOT value creation of technology Critical factors in managing technology Management of Technology: the new paradigms life cycle of technology and product innovation process of technology The process technological innovation Competitiveness Business strategy and technology strategy technology planning midterm exam. The acquisition and exploitation of technology technology transfer and forecasting case report

尊重智慧財產權，請勿非法影印。