朝陽科技大學 096學年度第2學期教學大綱
Innovation Strategy 創新策略

當期課號	7588	**Course Number**	7588
授課教師	徐茂練	**Instructor**	SHYU,MAW LIANN
中文課名	創新策略	**Course Name**	Innovation Strategy
開課單位	企業管理系碩士在職專班二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	創新活動被視爲策略性的課題，本課程的目的便是從創新原理了解創新的型態、範圍、流程及關鍵要素、與創新流程，以便於企業採用創新策略時，以較具體的方法或學理依據，協助推動創新活動，進而得較佳之創新成果。	**Objectives**	This course views innovation as a strategic problem. The purpose of this course is to introduce the innovation theory for innovation management and operation. It covers the innovation types, scopes, processes, and critical success factors for understanding and undertaking innovation strategies. Business cases with excellent innovation performances will be adopted in this course as discussion materials (3 credit hours)
教材	Rogers, E.M.(2003), Diffusion of Innovation, The Free Press(部分章節) 陳琇玲譯(民94)，引爆產品競爭力的水平行銷，商周。 李芳齡、李田樹譯(民92)，創新者的解答，天下誌雜。 黃秀媛譯(民94)，籃海策略: 開創無人競爭的全新市場，天下文化。 文獻約七篇。	**Teaching Materials**	Rogers, E.M.(2003), Diffusion of Innovation, The Free Press. Kolter, P., de Bes, F.T., Lateral <arketing--New Techniques for Finding Breakthrough Ideas. The Solution of Innovators. Kim, W.C., Mauborgne, R., Blue Ocean Strategy. Selected Literatures from HBR.
成績評量方式	課堂討論25% 個案討論25% 文獻報告25% 期末報告25%	**Grading**	Course Discussion 25% Case Report25% Literature Review 25% Final Report 25%
教師網頁	www.cyut.edu.tw/~mlshyu		
教學內容	創新是建立並維持競爭優勢的前提，創新應該視爲企業的策略議題，培養良好的組織創新能力需要善用目前已經具有的創新理論知識與實務，包含創新的來源、創新流程、創新的實現等，再配合管理領域的策略規劃、專案管理等知識技能，方能達成。本課程的目的便是了解創新的重要性、如何有效擬定創新策略與執行方案，以便運用流程提昇競爭優勢或擺脫競爭。課程內容包含創新策略基本概念、創新策略分析架構、創新策略應用書籍討論、創新策略文獻討論。	**Syllabus**	Innovation is now a critical factor for business competitiveness.Business should view innovation as a strategic alternatives and construct an effective organizational environment for innovation. This innovation system should consider such factors as innovation source, creativity, and implementation. The purpose of this course is to understand the process of innovation and innovation strategy formation, so that an organization can effectively adopt and generate useful innovations and result in competitiveness.The contents of this course include basic concepts, analytical framework, book review and literature review.

尊重智慧財產權，請勿非法影印。