# 朝陽科技大學 097學年度第2學期教學大綱
# Design Management 設計管理

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| 當期課號 | 2030 | Course Number | 2030 |
| 授課教師 | 王盈發 | Instructor | |
| 中文課名 | 設計管理 | Course Name | Design Management |
| 開課單位 | 視覺傳達設計系(四日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 培養同學除設計作業實務外，由企業經營策略與管理層面發揮設計專業之更高層次能力，以滿足未來參與設計組織運作、推動設計專案之需求。主要目標包括：1.建立企業組織與管理運作的基本知識，2.了解設計與企業各機能間關係，3.了解整合設計資源並管理設計程序，4.從企業實例認識設計管理之典範。 | Objectives | In addition to design operation, this course develops students the advanced ability of design profession from views of business strategies and management, helps them to match the demand of future design organization and projects. The purposes: 1. Learning the basic knowledge of business organization and management. 2. Understanding the relationship of business and design. 3. Understanding the management of design projects. 4. Understanding the classic design management paradigms from cases study. |
| 教材 | 以教材講授、案例討論、小組實作、專書研讀、成果發表等方式增強學習效果。 | Teaching Materials | Improve learning effect by subject teching, case study, team work, book reading and presentation. |
| 成績評量方式 | 上課表現(40%)：上課出席(25%)、上課參與個案討論(15%)<br>考試成績(15%)：期末測驗(15%)<br>報告成績(45%)：期中報告(20%)、期末報告(25%) | Grading | Attendance 25%<br>Participation 15%<br>Final test 15%<br>Report 45% (middle 20%, final 25%)<br>(May be adjusted depending on real situations) |
| 教師網頁 | | | |
| 教學內容 | 培養同學除設計作業實務外，由企業經營策略與管理層面發揮設計專業之更高層次能力，以滿足未來參與設計組織運作、推動設計專案之需求。主要內容爲:<br>1. 企業組織與管理的基本理論介紹。<br>2. 企業與設計關係之探討。<br>3. 設計專案的管理。<br>4. 設計管理案例研討。 | Syllabus | In addition to design operation, this course develops students the advanced ability of design profession from views of business strategies and management, helps them to match the demand of future design organization and projects.<br>Major content:<br>1. Introductions of business organization and management.<br>2. The relationship of business and design.<br>3. The management of design projects.<br>4. Case study. |

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