朝陽科技大學 097學年度第2學期教學大綱
Creative Leadership 創意領導

當期課號	9094	Course Number	9094
授課教師	路威	Instructor	
中文課名	創意領導	Course Name	Creative Leadership
開課單位	跨院通識(進)	Department	
修習別	選擇必修	Required/Elective	Intercollegiate General Education Topics
學分數	2	Credits	2
課程目標	Creative Leadership as a Tool for Business and Project Development Integrating Leadership, Design, Creativity and Human Resource Management in Public and Private Organisations	Objectives	Creative Leadership as a Tool for Business and Project Development Integrating Leadership, Design, Creativity and Human Resource Management in Public and Private Organisations
教材	自編講義 自行研發的創意設計顧問模式教材 設計專案筆記本	Teaching Materials	BestFit design model, ASAP design model Think Cap design model
成績評量方式	平時出席率、課堂之表現與參與度、自我挑戰之學習成長曲線、期中與期末報告	Grading	Participation 40% Report 30% Design Practice 30%
教師網頁	www.scandinavian-designers.com		
教學內容	What is a “Big Idea”? Where does it come from? How do we develop it? Why did you come to university? What was your dream to learn? What do you want to do when you graduate? How you can be better at learning and thinking? Of course you want to be useful, but also to feel that what you are doing is meaningful. The Future needs young people who care about the 3 P’s: “People, Planet & Prosperity”. Designers are driven by a passion to improve the Quality of Life. This course focuses on the role of creative people and designers, and the meaning of what they can do for the world and for the future. During the course we will introduce and discuss such concepts as: People-centricity; the United Nations Triple Bottom Line Accounting for Social Responsibility (Equity), Environmental Impact (Ecology) and Economy); the difference between Profit & Prosperity; GNH (Gross National Happiness) and other Happiness Indexes; what is a Business Ethos?; the shift from Manufacturing to the Service and Experience Economies; Branding; the Dream Society; what is a Paradigm Shift?; etc.	Syllabus	How to use your Creativity and Passion to give your studies direction and meaning; and how to be useful and successful in the Future. Know your Thinking Style; Integrating Leadership, Design, Creativity and Team-building; Creative Business of the Future; Innovation, Originality, Business Ethics and Creative Design

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