朝陽科技大學 098學年度第2學期教學大綱
Creative Idea Generation and Management 創意開發與管理

當期課號	7043	Course Number	7043
授課教師	黃淑琴	Instructor	HUANG,SHU CHIN
中文課名	創意開發與管理	Course Name	Creative Idea Generation and Management
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	本課程主要目標有四：1.培養創意管理的能力：介紹創意團隊工具，透過主題遊戲練習，讓每位同學都有能力產生創意、組織創意乃到評估創意。2.學習創意技術的運用：瞭解一系列創意技術的用途與使用時機，重新塑造創意思考模式，激發新思維。3.將創意技術應用在管理領域：將創意技術結合於企業的管理工作上。4.刺激創意產生的速度:藉由文字、圖片、影像、音樂等實際範例，協助同學未來在職場上，產出源源不絕的新想法。	Objectives	The main objectives of this course include: 1. to cultivate students' abilities for creativity management: an introduction of the tool for creative idea generation, along with the exercise for students to acquire the knowledge of generating, organizing and evaluating creative ideas; 2. to understand how to apply the skills for generating creative ideas: to understand the function and the occasion of usage for a series of skills learned, and re-construct the model for creative thinking; 3. to apply the skills of creative idea generation in the field of management; 4. to enhance the speed of creative idea generation: a continuous new idea generation through the real examples derived from words, pictures, films or music… etc.
教材	授課教師自製講義教材與論文清單。 王精文、陳明德，2006，創造力－創造性問題解決方法與工具，鼎茂圖書。 易湘雲、周卓明，2005，專利寫作，全華科技。 黃文儀，2004，專利實務（一二冊），三民。 授課教師補充講義、論文、案例資料。 ◎其他補充教材： 沈翠蓮，2005，創意原理與設計，五南文化。 周卓明，2005，創意思考訓練，全華。 De Bono, Edward, 2001，六頂創意帽，江麗美譯，台北：桂冠。	Teaching Materials	Journal papers: Ching-Wen Wang, Ruey-Yun Horng, Kai-Tang Fan, and Chia-Ying Lu, (2006), "The Effects of Creative Problem Solving Training and Group Decision Support Systems on Creativity Performance Levels," Chiao Da Mangement Review, 26(2), pp.1-20. Schulze, Anja; Hoegl, Martin. (2008). "Organizational knowledge creation and the generation of new product ideas: A behavioral approach," Research Policy, 37(10), 1742-1750. Fan, Shichao; Shen, Qiping; Lin, Gongbo. (2007), "Comparative Study of Idea Generation between Traditional Value Management Workshops and GDSS-Supported Workshops," Journal of Construction Engineering & Management, 133(10), 816-825.
成績評量方式	出席與參與(含網路學習)：40% 論文與實務案例導讀：30% 分組報告(專利申請書)：30%	Grading	Participation: 40% Paper reading: 30% Group Report: 30%
教師網頁	http://lms.ctl.cyut.edu.tw/		
	本課程內容創意概念、技術與實務應用參部分，單元內容如下： ◎創造力基礎篇（創造力與創意概念、創造力評量、創造力研究） ◎創意激發技術（心智圖法「Mind-Map」、發明的原理「TRIZ」） ◎創造力系統（TeamSpirits） ◎創意的實踐篇（專利發展與申請、捏麵人實作/或其他軟性創意活動） ◎創意的實務應用（創新管理與新產		The course seperate to two parts, first one focus on creativity development, secondary focus on NPD activity. details as followed. 1.creativity concept and application 2.introducing creativity development methods. 3.introducing Mind-Map and practice 4.introducing Brain-Stroming and practice

教學內容	品開發、創意行銷、創意產業之發展與推廣） 修習本課程之學生必須熱情參與課程設計之活動，並實地完成專利申請書，授課教師將協助爭取學校補助申請專利。	**Syllabus**	5.introducing TRIZ and pracitce. 6.the concept linkage among creativity, innovation and commercialization. 7.the effect of creativity on NPD 8.creativity industry development and promotion 9.Business creativity management and value creation 10.creativity and new venture creation. 11.knowledge management in creativity and innovation 12.the intellectual property and capital concept of creativity and innovation. Student is be asked to participate courese activities and practice with enthusiasm, and showing the creativity motivation. Otherwise, they have to read the related foreign paper to learn the process of creativity creation and commeraicalization for enhancing business valuation.

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