朝陽科技大學 098學年度第2學期教學大綱
Development of Intercultural Creatives 跨文化創意發展

當期課號	7120	Course Number	7120
授課教師	李素箱	Instructor	LEE,SU SHIANG
中文課名	跨文化創意發展	Course Name	Development of Intercultural Creatives
開課單位	台灣產業策略發展博士學位學程一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	課程內容之設計，希望讓學生能夠在目前國際化潮流下，具有了解產業面臨的課題及規劃國際營運策略。透過課程之進行，希望能夠達到以下之目標： 1. 理解跨文化的內涵 2. 整合跨文化的能力 3. 瞭解產業脈動趨勢 4. 創新企業之內容	Objectives	Curriculum design in the hope that students can under the current international trend, with understanding of issues facing the industry, the international business strategy and planning. Through courses, we hope to achieve the following objectives: 1. To understand the connotation of cross-cultural 2. The ability to integrate cross-cultural 3. To understand the pulse of trends in industry 4. Innovative Enterprises for the contents of
教材	自編 國家文化藝術基金會/策劃，《文化創意產業實務全書》，台北市：商周出版社，2004年12月 劉維公，風格競爭力，台北市：天下雜誌出版社，2007年08月	Teaching Materials	Course Pack National Culture and Arts Foundation,"Cultural and creative industries practice book",Business Weekly Publications, Inc.2004,12 Liu Weigong,"The Magic Power of Style",Commonwealth Magazine Publishing,2007,8
成績評量方式	平時參與討論30% 期中考試或報告30% 學期報告40%	Grading	Attendence and Participation 30% Mid-term Report 30% Final Report or Exam 40%
教師網頁			
教學內容	科技的發達，交通的便捷，已經使得現在的社會走向全球化與地球村的時代，人與人的距離拉近，生活圈的擴大，也造成了文化之間的相互激盪，如何在這樣多文化的衝擊當中，尋找產業的方向，就要瞭解在地文化的「文化記憶」，在「文化記憶」的基礎上，發展創意，找出跨文化的結合性，本課程以「什麼是文化」「文化的記憶」「多元文化的認識」「次文化的面貌」「尋找創意」「文化產業診斷」六個範疇引領學生進行討論，並進行實務的診斷。讓學生能夠在過程中結合理論與實際。	Syllabus	To technological advancement, and convenient transportation, has led to today's society to the era of globalization and the global village, people closer together, putting on the expansion, but also resulted in the interaction between cultures, how in such a multicultural the impact of these to find the direction of the industry, we must understand the local culture of the "cultural memory" in the "cultural memory" based on the development of creative, find a combination of cross-cultural nature of this course in order to "What is culture," "Culture memory of "" multi-cultural understanding "" sub-culture landscape, "" Finding creative "," cultural industries diagnosis "to lead students to discuss six areas and carry out practical diagnosis. In the process, so that students can combine theory and practice

尊重智慧財產權，請勿非法影印。