

朝陽科技大學 099學年度第1學期教學大綱

Special Topic on Industrial Innovation Strategy(1) 產業創新策略專題(一)

當期課號	7137	Course Number	7137
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	產業創新策略專題(一)	Course Name	Special Topic on Industrial Innovation Strategy(1)
開課單位	台灣產業策略發展博士學位學程二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將介紹產業創新策略的相關議題，藉由實務案例探討產業創新的模式	Objectives	To help students to realize the issues of industrial innovation strategy, the class will discuss the innovation model with practical success cases.
教材	[1]. 唐錦超譯(民95)，創新的擴散，初版，台北市:遠流 [2]. 鍾憲瑞(民97)，產業分析：多元觀點與策略思維，初版，台北縣三重市：前程文化 [3]. 陳琇玲譯(民94)，引爆產品競爭力的水平行銷，商周。 [4]. 李芳齡、李田樹譯(民92)，創新者的解答，天下雜誌。 [5]. 黃秀媛譯(民94)，藍海策略: 開創無人競爭的全新市場，天下文化。 [6]. 相關文獻3篇。	Teaching Materials	[1]. Rogers, E.M., (2003), Diffusion of Innovation, 5th ed., The Free Press [2]. Industry Analysis: Multi-viewpoints & Strategic Thinking [3]. Kolter, P, de Bes, F.T. (2004), Lateral Marketing—New Techniques for Finding Breakthrough Ideas, John Wiley & Sons Inc. [4]. Christensen, C.M., Raynor, M. E., (2004), The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business School Publishing Corporation [5]. Kim, W.C., Mauborgne, R. (2005), Blue Ocean Strategy : How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Publishing Corporation [6]. 3 Literatures
成績評量方式	課堂討論20% 文獻報告30% 期末報告(個案研究論文)50%	Grading	Course discussion 20% Literature review 30% Final report (Case study research)50%
教師網頁	-		
教學內容	創新是建立並維持競爭優勢的前提，創新應該視為產業及企業的策略議題，產業及企業需要以產業結構為基礎，尋找創新機會，據以擬定創新策略。本課程的目的便是了解創新、策略、產業分析等議題，學習如何有效擬定創新策略與執行方案，以便提昇競爭優勢或擺脫競爭，本課程並以特定產業為個案，運用適當的方法，評估或規劃該產業之創新策略。	Syllabus	Innovation is now a critical factor for competitiveness. Industry or business should view innovation as one of important strategic alternatives. Government or business should formulate their innovation strategies based on industrial structure analysis and innovation opportunity analysis. The purpose of this course is to understand the topics of innovation, strategy, and industrial analysis method, so that they have the ability to help industry and business finding innovation opportunities and formulating innovation strategies. Thus, the industry and business can effectively create competitive advantage and new market space through innovations. In addition, case study research will be conducted for specific industry.

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