

Tamkang University Academic Year 101 , Second Semester
Course Syllabus

Course Title	Innovation and R&D Management		Instructor	Tu, Min-Fen
Department/Year/Class	Course Details			
Department of Business Administration/ Third Year/ P	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Selective	<input type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) <input checked="" type="checkbox"/> 2 (2nd Semester) <input type="checkbox"/> 3 (3rd Semester)	Credits	Two Credits
Aim of Education		Core Competences		
1. Understand specialized knowledge 2. Train practical capabilities 3. Develop team work spirits 4. Deepen professional ethics		1. To understand basic knowledge of business administration 2. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data 3. To communicate, negotiate, and collaborate to accomplish business projects by team work 4. To integrate management and technology capabilities to solve business problems 5. To recognize professional ethics and social responsibilities 6. 6.To utilize foreign language to enhance management skills		
Course Introduction (50 to 100 words)	Innovation is difficult and complex. In this semester, we will gradually explore the topic related to strategic management of technological innovation. The issues are initialized from the section of industry dynamics of technological innovation, then focus on the section of formulating technological innovation strategy, and finally, transferred to the section of implementing technological innovation strategy. Further, the products which awarded “Taiwan Excellence” are chosen as carriers for helping the students catalyze innovation practices.			

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I. Objective Levels (select applicable ones) :

(I) Cognitive Domain : C1 Remembering 、 C2 Understanding 、 C3 Applying 、 C4 Analyzing 、 C5 Evaluating 、 C6 Creating

(II) Psychomotor Domain : P1 Imitation 、 P2 Mechanism 、 P3 Independent Operation 、 P4 Linked Operation 、 P5 Automation 、 P6 Origination

(III) Affective Domain : A1 Receiving 、 A2 Responding 、 A3 Valuing 、 A4 Organizing 、 A5 Charaterizing 、 A6 Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Core Competences :

- (I) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (II) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (III) Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1. Understand the theoretical background and framework	C2	AB
2. Understand the industrial trends	C4	BC
3. Increase the practical capabilities	P4	BC
4. Strengthen the team work and cooperation	A4	D

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1. Understand the theoretical background and framework	Lecture	Mid-exam Class participation
2. Understand the industrial trends	Case study & Outside School Visit	Term Project Presentation
3. Increase the practical capabilities	Term Project	Term Project Presentation
4. Strengthen the team work and cooperation	Term Project	Peer Evaluation

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
■ global perspectives	Introduce the cases of global trends.
■ a vision for the future	Benchmark the best practice of Taiwan Excellence's innovative design.

■ information literacy	Use computer skills to present their findings.
■ ethical and moral principles	Proclaim the respect of copy rights and honest.
■ independent thinking	Foster independent thinking by observations and critics.
■ an awareness of healthy living	Aware the tight linkages between theory, practice, and life by outside school visit.
■ effective teamwork	Cooperate with team members to finish term project.
■ an appreciation of the arts	Understand the quality and art of innovative design.

Course Schedule

Week	Date	Subject/Topics	Note
1	2/22	Introduction	
2	3/1	Ch2: Sources of Innovations	
3	3/8	Ch3: Types and Patterns of Innovation	
4	3/15	Ch3: Types and Patterns of Innovation	Grouping
5	3/22	Ch4: Standards Battles and Design Dominance	
6	3/29	Ch5: Timing of Entry	
7	4/5	Ch6: Definition the Organization's Strategic Direction	
8	4/12	Ch6: Definition the Organization's Strategic Direction	
9	4/19	Ch8: Collaboration Strategies	
10	4/26	Midterm Exam Week	
11	5/3	Midterm Exam Feedback + Introduction to Term Project	
12	5/10	Outside School Visit: Taiwan Excellence Pavilion	
13	5/17	Ch10: Organizing for Innovation	
14	5/24	Ch12: Managing the New Product Development Teams	
15	5/31	Ch13: Crafting a Deployment Strategy	
16	6/7	Term Project Presentation	
17	6/14	Course Feedback	
18	6/21	Final Exam Week	

Requirement	<ol style="list-style-type: none"> 1. All teaching materials placed in the Tamkang teaching platform. Please check the related materials before each class. 2. Lecture schedule is arranged by this syllabus, but it will be adjusted by actual progress. 3. In addition, depending on the theme, teacher will lead case discussion and let students hand the written notes over. Discussion will be included in the class participation score of 20%. 4. Term project is a practical form, which students can understand the industrial practice related to innovation and R&D management. Thus each group must choose a product, which has won the “Taiwan Excellence” award as project case. 5. This course needs your highly participation. Teacher will check students’ attendance irregularly. Roll call grading follows Tamkang policy. Subtract one point if you have a leave request form. Subtract two points if you are absence without any reason.
Teaching Facility	<input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____)
Textbook(s)	Schilling, M. A. 2010. <i>Strategic Management of Technological Innovation</i> (3rd). New York: McGraw Hill.
Suggested Readings	
Number of Assignment(s)	(Filled in only for those courses that apply)
Grading Policy	Mid-term exam: 35% Class participation: 20% Term project presentation: 35% Roll call grading: 10%
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others’ publications.

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