

Tamkang University Academic Year _101_, _2_ Semester
Course Syllabus

Course Title	TECHNOLOGY MANAGEMENT		Instructor	Sun, Chia-chi	
Department/Year/Class		Course Details			
TBTXB3A	<input type="checkbox"/> Required v Selective	<input type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) v 2 (2nd Semester) <input type="checkbox"/> 3 (3rd Semester)	Credits	3	
Aim of Education		Core Competences			
<p>Departmental Educational Objectives:</p> <p>1.To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>2.By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>3.To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>		<p>Departmental Core Capabilities</p> <p>A. Breeding professionals with expertise in general International Trade and International Business</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction (50 to 100 words)	This course focuses on the strategic management of technology and innovation in the business environment—both new firms and established firms. The conceptual framework of the course is an evolutionary process perspective on technology strategy and innovation. This course draws on strategic management, economics, and organization theory for tools to address important challenges faced by managers in firms where technology is changing. This technology may be information, product, process and/or administrative.				

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. To develop understanding about the process of bringing “newness” into an organization—through internal innovation and/or through external strategic alliances.	C2	AB
2. To develop a conceptual framework for assessing and auditing the technology capabilities of a business organization.	C2	AB
3. To develop insight concerning the skills necessary to be effective as a general manager in the innovation process and/or alliance building process.	C2	AB
4		
5		
6		
7		
8		

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 To develop understanding about the technology innovation	Lecture	Mid-term Exam
2 To develop a conceptual framework for innovation	Case Study discussion	Final Exam

3	To develop insight concerning the skills necessary of innovation process		Group Presentation
4			
5			
6			
7			
8			
This course has been designed to cultivate the following essential qualities in TKU students.			
Essential Qualities of TKU Students		Description	
<input type="checkbox"/> global perspectives		翻譯建構中	
<input type="checkbox"/> a vision for the future			
<input type="checkbox"/> information literacy			
<input type="checkbox"/> ethical and moral principles			
<input type="checkbox"/> independent thinking			
<input type="checkbox"/> an awareness of healthy living			
<input type="checkbox"/> effective teamwork			
<input type="checkbox"/> an appreciation of the arts			
Course Schedule			
Week	Date	Subject/Topics	Note
1	102/2/20	Introduction of the Course	
2	102/2/27	Management of Technology and Innovation: An Overview	
3	102/3/6	Strategy and the Management of Technology and Innovation	
4	102/3/13	Innovation: Planning	
5	102/3/20	Internal Innovation: Implementation	
6	102/3/27	Innovation: Evaluation and Control	
7	102/4/3	Holiday	
8	102/4/10	Obtaining Technology: Planning	
9	102/4/17	Obtaining Technology: Implementation	
10	102/4/24	Midterm Exam Week	
11	102/5/1	Obtaining Technology: Evaluation & Control	
12	102/5/8	Building Capabilities for MTI Success	
13	102/5/15	Organizational Learning & Knowledge Management	
14	102/5/22	Innovation Project Management and New Product Development	
15	102/5/29	Group Presentation	
16	102/6/5	Group Presentation	
17	102/6/12	Group Presentation	
18	102/6/19	Final Exam Week	
Requirement	Basic Management knowledge		

Teaching Facility	<input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____)
Textbook(s)	The Management of Technology and Innovation: A Strategic Approach by Margaret A. White and Garry D. Bruton
Suggested Readings	Strategic Management of Technological Innovation by Melissa A. Schiling
Number of Assignment(s)	(Filled in only for those courses that apply)
Grading Policy	Attendance : 10.0 % 、 Case Study : 10.0 % 、 Mid-term Exam : 30.0 % 、 Final Exam : 20.0 % 、 Group Presentation : 30.0 %
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.

Form No. : ATRX-Q03-001-FM201-05