

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	INNOVATION AND R&D MANAGEMENT	Instructor	TU, MIN-FEN
Course Class	TLCXB3P DEPARTMENT OF BUSINESS ADMINISTRATION, 3P	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 2 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Understand specialized knowledge. II. Train practical capabilities. III. Develop team work spirits. IV. Deepen professional ethics. 			
Departmental core competences			
<ul style="list-style-type: none"> A. To understand basic knowledge of business administration. B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data. C. To communicate, negotiate, and collaborate to accomplish business projects by team work. D. To integrate management and technology capabilities to solve business problems. E. To recognize professional ethics and social responsibilities. F. To utilize foreign language to enhance management skills. 			
Course Introduction	This course serves as an introduction to innovation and R&D management. Topics include three sections - industry dynamics of technological innovation, formulating technological innovation strategy, and implementing technological innovation strategy. This class also assigns a term project which students are needed to complete. That is, 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 Departmental 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-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Provide exposure to key principles and practices used in innovation management.	C1	AF
2	Provide opportunities to analyze cases in management of innovation.	C2	ACF
3	Strengthen the team work and cooperation	C3	ABCDEF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Provide exposure to key principles and practices used in innovation management.	Lecture	Written test
2	Provide opportunities to analyze cases in management of innovation.	Discussion, Visit	Report, Participation
3	Strengthen the team work and cooperation	Discussion, Problem solving	Report

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

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	Introduction	
2	103/02/24 ~ 103/03/02	Creativity and Innovation	
3	103/03/03 ~ 103/03/09	Sources of Innovations	
4	103/03/10 ~ 103/03/16	Sources of Innovations	
5	103/03/17 ~ 103/03/23	Types and Patterns of Innovation	
6	103/03/24 ~ 103/03/30	Types and Patterns of Innovation	
7	103/03/31 ~ 103/04/06	Spring break	
8	103/04/07 ~ 103/04/13	Standards Battles and Design Dominance	
9	103/04/14 ~ 103/04/20	Innovative Self-Introduction	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Midterm Exam Feedback	
12	103/05/05 ~ 103/05/11	Briefing of Term Project	

13	103/05/12 ~ 103/05/18	Outside School Visit: Taiwan Excellence Pavilion	
14	103/05/19 ~ 103/05/25	Discussion for Term Project	
15	103/05/26 ~ 103/06/01	Term Project Presentation (Part 1)	
16	103/06/02 ~ 103/06/08	Happy Dragon Boat Festival!	
17	103/06/09 ~ 103/06/15	Term Project Presentation	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement	<p>1.The course is designed in two modules. The method of the first module is lecture on which we will have a mid-term exam in the 10th week.</p> <p>2.The lecture is accompanied by many mini-project exercises in the class.</p> <p>3.The course schedule is arranged by topic, but it will be adjusted by actual lecture progress.</p> <p>4.Innovation is the main theme throughout the entire semester. Thus in the 9th week, each student needs to complete an individual project – “Innovative Self-Introduction” . The multi-media presentation formats are unlimited. Rule number one is showing your creativity.</p> <p>5.The second module is practical-oriented and executed as the format of a term project, in 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 their project case.</p> <p>6.Students are expected to attend all class sessions, read all assigned materials prior to discussion, and contribute to class discussion.</p> <p>7.All teaching materials will be uploaded to the Tamkang teaching platform. Please check the materials when you receive the notice.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Schilling, M. A. 2013. Strategic Management of Technological Innovation (4th). New York: McGraw Hill.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</p>		
Note	<p>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/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		