

## Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	INNOVATION MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFXB3A DEPARTMENT OF INTERNATIONAL BUSINESS, 3A	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. 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>III. 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>			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<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	<p>This course aims to equip students with an understanding of the main issues in innovation management, an awareness of the key features of success, and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels. It provides evidence of different approaches based on real-world examples and experiences of leading international firms.</p>		

**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-Charaterizing, 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	The order of the topics follows the new process structure of the fourth edition, and seems to help students to make sense of this complex and fragmented subject. For each session we identify a key theme in innovation and technology management, suggest readings from the book and elsewhere, and suggest cases, tools and video and audio resources from managing-innovation.com to support seminars, and to help make the learning experience more varied.	C3	ABCD

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment

1	The order of the topics follows the new process structure of the fourth edition, and seems to help students to make sense of this complex and fragmented subject. For each session we identify a key theme in innovation and technology management, suggest readings from the book and elsewhere, and suggest cases, tools and video and audio resources from <a href="http://managing-innovation.com">managing-innovation.com</a> to support seminars, and to help make the learning experience more varied.	Lecture	Written test, Report
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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	104/09/14 ~ 104/09/20	Introduction of the Course	
2	104/09/21 ~ 104/09/27	The Importance of Technological Innovation	
3	104/09/28 ~ 104/10/04	Sources of Innovation	Chapter 1 Case Study
4	104/10/05 ~ 104/10/11	Types and Patterns of Innovation	Chapter 2 Case Study

5	104/10/12 ~ 104/10/18	Standards Battles and Design Dominance	Chapter 3 Case Study
6	104/10/19 ~ 104/10/25	Timing of Entry	Chapter 4 Case Study
7	104/10/26 ~ 104/11/01	Defining the Organization' s Strategic Direction	Chapter 5 Case Study
8	104/11/02 ~ 104/11/08	Choosing Innovation Projects	Chapter 6 Case Study
9	104/11/09 ~ 104/11/15	Collaboration Strategies	Chapter 7 Case Study
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Protecting Innovation	Chapter 8 Case Study
12	104/11/30 ~ 104/12/06	Organizing for Innovation	Chapter 9 Case Study
13	104/12/07 ~ 104/12/13	Managing the New Product Development Process	Chapter 10 Case Study
14	104/12/14 ~ 104/12/20	Managing New Product Development Teams	Chapter 11 Case Study
15	104/12/21 ~ 104/12/27	Group Presentation	
16	104/12/28 ~ 105/01/03	Group Presentation	
17	105/01/04 ~ 105/01/10	Group Presentation	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbook(s)	Strategic Management of Technological Innovation by Melissa A. Schiling		
Reference(s)	The Management of Technology and Innovation: A Strategic Approach by Margaret A. White and Garry D. Bruton		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Group Presentation〉 : 30.0 %		

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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