# Tamkang University Academic Year 107, 1st Semester Course Syllabus

| Course Title | INNOVATION MANAGEMENT | Instructor | SUN, CHIA-CHI |
|---|---|---|---|
| Course Class | TLFBB3A<br>DIVISION OF GLOBAL COMMERCE,<br>DEPARTMENT OF INTERNATIONAL BUSINESS<br>(ENGLISH-TAUGHT PROGRAM), 3A | Details | ◆ Selective<br>◆ One Semester<br>◆ 3 Credits |

## Departmental Aim of Education

Ⅰ. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.

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.

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.

## Departmental core competences

A. Breeding professionals with expertise in general International Trade and International Business.

B. Consisting of Globalization, Information-Oriented and Future-Oriented education.

C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.

D. Breeding professionals with expertise in Marketing and Financial Management.

| Course Introduction | 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. |
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# 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 | AC |

## 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 managing-innovation.com 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 | 107/09/10 ~ 107/09/16 | Introduction of the Course | |
| 2 | 107/09/17 ~ 107/09/23 | The Importance of Technological Innovation | |
| 3 | 107/09/24 ~ 107/09/30 | Sources of Innovation | Case Study 1 |
| 4 | 107/10/01 ~ 107/10/07 | Types and Patterns of Innovation | Case Study 2 |

| 5 | 107/10/08 ~ 107/10/14 | Standards Battles and Design Dominance | |
|---|---|---|---|
| 6 | 107/10/15 ~ 107/10/21 | Timing of Entry | Case Study 3 |
| 7 | 107/10/22 ~ 107/10/28 | Defining the Organization's Strategic Direction | Case Study 4 |
| 8 | 107/10/29 ~ 107/11/04 | Choosing Innovation Projects-Small quiz 2 | Case Study 5 |
| 9 | 107/11/05 ~ 107/11/11 | Collaboration Strategies | |
| 10 | 107/11/12 ~ 107/11/18 | Midterm Exam Week | |
| 11 | 107/11/19 ~ 107/11/25 | Protecting Innovation-Expert Speech | Case Study 7 |
| 12 | 107/11/26 ~ 107/12/02 | Organizing for Innovation-Small quiz 3 | Case Study 8 |
| 13 | 107/12/03 ~ 107/12/09 | Managing the New Product Development Process | Case Study 9 |
| 14 | 107/12/10 ~ 107/12/16 | Managing New Product Development Teams- Small quiz 4 | Case Study 10 |
| 15 | 107/12/17 ~ 107/12/23 | Group Presentation-Group 1~Group 3 | |
| 16 | 107/12/24 ~ 107/12/30 | Group Presentation-Group 4~Group 5, Group 7 | |
| 17 | 107/12/31 ~ 108/01/06 | Group Presentation-Group 8~Group 10 | |
| 18 | 108/01/07 ~ 108/01/13 | 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 % <br> ◆ Final Exam： 30.0 % <br> ◆ Other〈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/CS/main.php . |
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