

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	INNOVATION MANAGEMENT	Instructor	TU, MIN-FEN
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</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 . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
S u b j e c t   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. Provide the basic knowledge of both theory and practices.(ratio:40.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:30.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00)</p>			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
<p>1. A global perspective. (ratio:40.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p>			
Course Introduction	<p>This course is intended to appeal to those interested in understanding the industry dynamics of technological innovation. According to these contents, I will lead various mini-project exercises in the class. Then based on these topics, this course has arranged site visits to connect theory and practice.</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Demonstrate your understandings about theoretical and practical knowledge	Cognitive
2	Learning innovation through practicing	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	125	Lecture, Discussion, Practicum, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	BD	125	Discussion, Practicum, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course Orientation	
2	109/03/09 ~ 109/03/15	The Innovator' s DNA	
3	109/03/16 ~ 109/03/22	Sources of Innovation	
4	109/03/23 ~ 109/03/29	Types of Innovation	
5	109/03/30 ~ 109/04/05	清明節補假(放假一天)	
6	109/04/06 ~ 109/04/12	Patterns of Innovation	
7	109/04/13 ~ 109/04/19	Standards Battles and Design Dominance	
8	109/04/20 ~ 109/04/26	Mid-term Review: Demonstrate your understanding	

9	109/04/27 ~ 109/05/03	Mid-term week	
10	109/05/04 ~ 109/05/10	Academic skill-up workshop: Paper structure & Citation Manager	
11	109/05/11 ~ 109/05/17	Field Trip: Dialogues with Innovation Scholar	
12	109/05/18 ~ 109/05/24	Academic skill-up workshop: Paper Presentation	
13	109/05/25 ~ 109/05/31	Design Thinking and Campus Exploration Package	
14	109/06/01 ~ 109/06/07	Field Trip: Tamsui Town Center	
15	109/06/08 ~ 109/06/14	Site-visit Experience Sharing; Feedback and Reflection	
16	109/06/15 ~ 109/06/21	Final-term week	
17	109/06/22 ~ 109/06/28	Final-term week	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Feedback & Evaluation	
Requirement	<p>Each session is of a three-hour duration. In the early stage of the course, the role of the instructor is as a lecturer to help students make sense of the material. As the times goes by, the role of the instructor will shift to facilitate class discussions. Reading materials are assigned in the designated week. Students are expected to finish the readings prior to the class. Moreover, this is a highly interactive course in which students are required to participate in ALL class activities and exercises.</p> <p>Class participation is essential for learning processes. Class participation is only about attendance, but rather your contribution to class discussion. Thus, it is highly likely that students who attend the class each week without any participation record may fail this grade component. Specifically, the course puts great emphasis on discussion of the course materials. Therefore, your input is greatly appreciated. In order to actively participate in discussions, you are recommended to read the materials in advance.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Schilling, M. A. 2017. Strategic Management of Technological Innovation (5th). New York: McGraw Hill Education		
References	<p>Schilling, M. A. 2010. Strategic Management of Technological Innovation (3rd). New York: McGraw Hill.</p> <p>Other materials are assigned in the introduction of this course.</p>		
Number of Assignment(s)	3 (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 <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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