

Tamkang University Academic Year 111, 1st Semester Course Syllabus

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| Course Title | INNOVATION MANAGEMENT | Instructor | SUN, CHIA-CHI |
| Course Class | TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG4 Quality education | | |
| Departmental Aim of Education | | | |
| <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> | | | |
| Subject Departmental core competences | | | |
| <p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:20.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:35.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p> | | | |
| Subject Schoolwide essential virtues | | | |
| <p>1. A global perspective. (ratio:15.00)</p> <p>2. Information literacy. (ratio:13.00)</p> <p>3. A vision for the future. (ratio:15.00)</p> <p>4. Moral integrity. (ratio:8.00)</p> <p>5. Independent thinking. (ratio:25.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:8.00)</p> | | | |

7. A spirit of teamwork and dedication. (ratio:8.00)

8. A sense of aesthetic appreciation. (ratio:8.00)

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.

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 | 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. | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|------------------|------------|
| 1 | ABCD | 12345678 | Lecture | Testing |

Course Schedule

| Week | Date | Course Contents | Note |
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| 1 | 111/09/05 ~ 111/09/11 | Introduction of the Course | |
| 2 | 111/09/12 ~ 111/09/18 | The Importance of Technological Innovation | |
| 3 | 111/09/19 ~ 111/09/25 | Sources of Innovation | Case Study 1 |
| 4 | 111/09/26 ~ 111/10/02 | Types and Patterns of Innovation | Case Study 2 |
| 5 | 111/10/03 ~ 111/10/09 | Standards Battles and Design Dominance | |
| 6 | 111/10/10 ~ 111/10/16 | Timing of Entry | Case Study 3 |
| 7 | 111/10/17 ~ 111/10/23 | Defining the Organization' s Strategic Direction | Case Study 4 |
| 8 | 111/10/24 ~ 111/10/30 | Choosing Innovation Projects-Small quiz 2 | Case Study 5 |
| 9 | 111/10/31 ~ 111/11/06 | Collaboration Strategies | |
| 10 | 111/11/07 ~ 111/11/13 | Midterm Exam Week | |
| 11 | 111/11/14 ~ 111/11/20 | Protecting Innovation-Expert Speech | Case Study 7 |
| 12 | 111/11/21 ~ 111/11/27 | Organizing for Innovation-Small quiz 3 | Case Study 8 |
| 13 | 111/11/28 ~ 111/12/04 | Managing the New Product Development Process | Case Study 9 |
| 14 | 111/12/05 ~ 111/12/11 | Group Presentation-Group 1~Group 3 | |
| 15 | 111/12/12 ~ 111/12/18 | Group Presentation-Group 4~Group 6 | |
| 16 | 111/12/19 ~ 111/12/25 | Group Presentation-Group 7~Group 9 | |
| 17 | 111/12/26 ~ 112/01/01 | Group Presentation-Group10~Group 12 | |
| 18 | 112/01/02 ~ 112/01/08 | Final Exam Week | |
| Requirement | | | |
| Teaching Facility | | Computer | |
| Textbooks and Teaching Materials | | Strategic Management of Technological Innovation by Melissa A. Schiling | |
| References | | The Management of Technology and Innovation: A Strategic Approach by Margaret A. White and Garry D. Bruton | |
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| Number of Assignment(s) | (Filled in by assignment instructor only) |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Group Presentation) : 50.0 %</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> |