Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	TECHNOLOGY MANAGEMENT	Instructor	HSIAO, KUEI-HUI
Course Class	TLCXB4P DEPARTMENT OF BUSINESS ADMINISTRATION, 4P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure		

Departmental Aim of Education

Ⅰ. Understand specialized knowledge.

Ⅱ. Train practical capabilities.

Ⅲ. Develop team work spirits.

Ⅳ. Deepen professional ethics.

Subject Departmental core competences

A. To understand basic knowledge of business administration.(ratio:30.00)

B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:5.00)

C. To communicate, negotiate, and collaborate to acomplish business projects by team work. (ratio:30.00)

D. To integrate management and techology capabilities to solve business problems. (ratio:30.00)

E. To recognize professional ethics and social responsibilities.(ratio:5.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:25.00)

2. Information literacy. (ratio:30.00)

3. A vision for the future. (ratio:20.00)

4. Moral integrity. (ratio:5.00)

5. Independent thinking. (ratio:5.00)

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:5.00)

	8. A sense of aesthetic appreciation. (ratio:5.00)
Course Introduction	This course provides students with an overview of the industry dynamics of technological innovation, technological innovation strategies, and the implementation and management of technological innovation strategies. It will also encourage students to generate new ideas for technology management.

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	1. To understand the applications of technological innovation strategies in business management 2. To be able to generate new ideas for technology management	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Introduction to the Course 課程介紹	
2	112/09/18 ~ 112/09/24	Sources of Innovation 創新的來源	
3	112/09/25 ~ 112/10/01	Types and Patterns of Innovation 創新的類型與模式	

4	112/10/02～112/10/08	Standards Battles, Modularity, and Platform Dominance 標準之戰、模組化和平台之競爭	
5	112/10/09～112/10/15	Timing of Entry 進入時機	
6	112/10/16～112/10/22	Defining the Organization's Strategic Direction 定義組織的策略方向	
7	112/10/23～112/10/29	Choosing Innovation Projects 選擇創新專案	
8	112/10/30～112/11/05	Collaboration Strategies 合作策略	
9	112/11/06～112/11/12	Mid-term Exam Week 期中考週	Proposal - Part 1 Submission 繳交期中報告
10	112/11/13～112/11/19	Protecting Innovation 保護創新	
11	112/11/20～112/11/26	Organizing for Innovation 組織創新	
12	112/11/27～112/12/03	Managing the New Product Development Process 新產品開發過程之管理	Proposal - Part 2 Submission 繳交科技創新管理提案Part 2
13	112/12/04～112/12/10	Managing New Product Development Teams 管理新產品開發團隊	
14	112/12/11～112/12/17	Crafting a Deployment Strategy 制定部屬策略	
15	112/12/18～112/12/24	Final Presentations 期末小組口頭報告	
16	112/12/25～112/12/31	Final Presentations 期末小組口頭報告	
17	113/01/01～113/01/07	Final Exam Week 期末考試週	No exams; please submit your final papers by Jan. 10, 2024 期末不排考，請各組於2024/1/10前繳交完整版的期末小組專題企劃書
18	113/01/08～113/01/14	Crafting a Deployment Strategy 制定部屬策略	Final Paper Submission 繳交完整版的科技創新管理企劃書
Key capabilities			
Interdisciplinary			

Distinctive teaching	
Course Content	IT management
Requirement	1. Attendance and Participation in Class Discussion (30 points) 出席率和課堂討論，請假請附假單 2. Mid-term Report (Proposal - Part 1, 25 points) 期中報告(科技創新管理提案Part 1) 3. Proposal - Part 2 (5 points) 其他作業(科技創新管理提案Part 2) 4. Final Project (40 points) 期末小組專題(含口頭報告和書面報告)
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks Name of teaching materials: Melissa A. Schilling (2020). Strategic management of technological innovation (6 Ed.), McGraw Hill.
References	Recommended Book 推薦書籍: 李亭林編譯（2020）。科技創新管理(第六版)。台北：華泰文化。
Grading Policy	◆ Attendance： 30.0 ％ ◆ Mark of Usual： ％ ◆ Midterm Exam： 25.0 ％ ◆ Final Exam： 40.0 ％ ◆ Other〈assignments〉：5.0 ％
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 . **※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**