

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INNOVATION MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
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.			
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
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

1	114/09/15 ~ 114/09/21	Introduction of the Course	
2	114/09/22 ~ 114/09/28	The Importance of Technological Innovation	
3	114/09/29 ~ 114/10/05	Sources of Innovation	Case Study 1
4	114/10/06 ~ 114/10/12	Types and Patterns of Innovation	Case Study 2
5	114/10/13 ~ 114/10/19	Standards Battles and Design Dominance	
6	114/10/20 ~ 114/10/26	Timing of Entry	Case Study 3
7	114/10/27 ~ 114/11/02	Defining the Organization' s Strategic Direction	Case Study 4
8	114/11/03 ~ 114/11/09	Choosing Innovation Projects-Small quiz 2	Case Study 5
9	114/11/10 ~ 114/11/16	Collaboration Strategies	
10	114/11/17 ~ 114/11/23	Collaboration Strategies	
11	114/11/24 ~ 114/11/30	Protecting Innovation-Expert Speech	Case Study 7
12	114/12/01 ~ 114/12/07	Organizing for Innovation-Small quiz 3	Case Study 8
13	114/12/08 ~ 114/12/14	Managing the New Product Development Process	Case Study 9
14	114/12/15 ~ 114/12/21	Group Presentation-Group 1~Group 3	
15	114/12/22 ~ 114/12/28	Group Presentation-Group 4~Group 6	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	<p>Course rules</p> <ol style="list-style-type: none"> <li>1. QR Code attendance system will be held in every class every week.</li> <li>2. Please form your own groups of 3 students. The teacher will not participate in the grouping. Please choose your group members carefully.</li> <li>3. Please send the group list to the teacher EMIAL before the third week of class.</li> <li>4. There will be group discussions and case discussions in class. Students are invited to participate in the physical class for discussion.</li> <li>5. This course has a midterm exam.</li> <li>6. The final exam for this course is to write and listen to the final report. The final report will be submitted during the final exam week.</li> <li>7. Photocopying of textbooks is prohibited.</li> <li>8. The way to submit the discussion for the usual course case group is to upload the discussion files to the iclass system.</li> <li>9. Other grading includes group discussions in each week's classes, individual homework assignments in each week's classes, and group final reports. Group discussions in each weekly class account for 5%, and individual homework in each weekly class account for 5%. The final report accounts for 40%.</li> </ol>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks</p> <p>Using teaching materials from other writers:Textbooks</p>
References	The Management of Technology and Innovation: A Strategic Approach by Margaret A. White and Garry D. Bruton
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 10.0 %</p> <p>◆ Other 〈Group Presentation〉 : 70.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>