

## 97-1 大葉大學 選課版課綱

### 基本資訊

課程名稱	新產品發展管理	科目序號 / 代號	0931 / BAM3004
開課系所	企業管理學系	學制 / 班級	大學日間部3年1班
任課教師	王學銘	專兼任別	專任
必選修 / 學分數	必修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(三)56 / B301 (四)1 / B301	授課語言別	中文

### 課程簡介

#### A. 企管系教育目標

1. 培育具管理專業能力、擅長溝通、團隊合作、具道德關懷勇氣及創造力之中堅管理人才，而為企業所樂於雇用。
2. 落實管理理論與經營實務並重之學習。

#### B. 管理學院/企管系核心能力：[占課程之比重]

管理學院 - - 企管系

S (Problem-solving , 解決問題能力) - - Cooperation、Creativity(團隊合作、創造力)：[20%]

C (Communication , 溝通能力) - - Communication(溝通能力)：[0%]

E (Ethics , 倫理觀) - - Concernment (道德關懷)：[0%]

P (Profession專業能力) - - Capability (管理專業能力，包含：一般管理能力、整合創新能力、診斷改善能力、策略規劃能力)：[70%]

#### C. 本課程特色：

1. 培養學生對新產品開發管理的專業能力，並培養其創造與創新能力 (SEP development)
2. 強調研究能力 (SP development)
3. 重視個案教學 (SCEP development)
4. 強調團隊合作 (SC development)
5. 重視企業與研究倫理 (E development)

For starters, all members of a new products team ( often including the leader) live in a functional area of the firm. Marketing people are supposed to help the entire team succeed, so we have to soften any narrow, functional slants. We have to learn to work with scientists, engineers, lawyers, production managers, and so on.

This course of study calls for a strong c r e a t i v e contribution to enable students to get the following training:

- 1.Be multifunctional, not functionally parochial.
- 2.Be risk takers, willing to do whatever is necessary to bring a product to market, including facing the wrath of co-workers.
- 3.Think like a general manager.
- 4.Be a combination of optimist and realist, aggressor and team player, leader and follower.
- 5.Develop your c r e a t i v e skills, both for new product concepts and for new ways of doing things.

6.Be comfortable in chaos and confusion. Learn to work with depressives, euphorics, and those with no emotion at all.

This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.

## 課程大綱

Part 1 Overview and Opportunity Identification/Selection Ch.1 ~ Ch.3 (SP development)

Part 2 Concept Generation Ch.4 ~ Ch.7 (SP development)

Part 3 Concept/Project Evaluation Ch.8 ~ Ch.12 (SP development)

Part 4 Development Ch.13 ~ Ch.15 (SCEP development)

Part 5 Launch Ch.16 ~ Ch.20 (SCEP development)

## 基本能力或先修課程

行銷管理

生產作業管理

財務管理

專案管理

品質管理