

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文化創意產業評價技術	Serial No. / ID	2498 / DAN2421
Dept.	設計暨藝術學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	卓銀永	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / G111	Language	Chinese

Introduction	
<p>The course introduces the professional knowledge for the development and management of the cultural and creative industry in the future. It is suitable for graduate students with various backgrounds, such as cultural industry, cultural creativity, industrial design, arts, visual communication, architectural design, materials design or high-tech industries. The course generally covers cultural and creative industries environment, intangible assets management, risk management, product management, quality management, growth strategies, strategic alliances, business processes, market positioning, creative cost, profit management.</p> <p>the course also focuses on various analysis methods for industries, such as thinking method, improving method, anti-error method, problem analysis, implementation methods, data analysis, market analysis, which could be applied to students' studies or researches in future career. Furthermore, an enterpriser should have basic concepts and knowledge about the methods of self diagnosis, industrial function examination, performance evaluation and business environment analysis, as well as the methods of business value evaluation before starting an enterprise.</p> <p>the course aims to enhance the enthusiasm about and interest in cultural and creative industry and enlighten the students with professional knowledge for future career developments. Our goals are :</p> <ol style="list-style-type: none"> 1 Enhance the knowledge for the future career; 2.Enhance the enthusiasm about cultural and creative industry management; 3.Enlighten the students with professional knowledge to enter into the cultural and creative industry. 	

Outline	
<ol style="list-style-type: none"> 1. Introduction 2. Environmental construction for cultural and creative industry 3. Realizing the intangible value of cultural and creative industry 4. Illustrating the diverse value of cultural and creative industry 5. Risk management for cultural and creative industry 6. Early-warning knowledge for market positioning, growth strategies, strategic alliances, business processes 7. Early-warning concepts for product management, quality management, creative cost, profit management. 8. Introduction of analysis method- thinking method 9. Introduction of analysis method- improving method and anti-error method 10. Mid-term report 11. Introduction of analysis method- problem analysis 12. Introduction of analysis method- implementation method and data analysis 	

13. Field trip or case study
14. Introduction of analysis method- market analysis
15. Business diagnosis and environment analysis for cultural and creative industry
16. Function check and performance evaluation for cultural and creative industry
17. Introduction of intangible asset evaluation
18. Final report

Prerequisite

unlimited