

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	在地文化創新與創業J1	Serial No. / ID	2121 / CDC7050
Dept.	共同教學中心	School System / Class	大學日間部6年2班
Lecturer	林蓬榮	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	NO
Time / Place	(一)56 / J218	Language	Chinese

Introduction
<p>1. To train learner's knowledge and understanding of the cultural industry. 2. To train learners participating in the local culture of innovation and entrepreneurship. 3. To develop the ability to integrate theory and practice. 4. To develop the cultural industry, industrial culture. 5. To train learners capabilities of fieldwork, problem solving, case studies.</p>

Outline
<p>1. Creative concept of local culture 2. Innovative thinking of local culture 3. Entrepreneurship idea of local culture - Creative industries 4. The life experience of local culture 5. The marketing planning of local culture 6. MIS of local culture 7. Cultural industry and industrial culture of local culture</p>

Prerequisite
None