

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創新管理	Serial No. / ID	2466 / BAM3055
Dept.	企業管理學系	School System / Class	大學第二部4年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)6 / B204 (二)78 / J320	Language	Chinese

Introduction
This course introduce basic theories and concepts, as well as recently trends of Innovation management. In order to help students to think differently, this course use interactive case study.

Outline
1.Introduce to Innovation Management 2.Technological Innovation and Social Change 3. National Innovation System 4. Tehnological Policy 5. Technological Innovation and Industrial Dynamics-1 6. Technological Innovation and Industrial Dynamics-2 7. Innovation Models 8. Capabilities, Endowments, and Knowledge 9.Taiwan High-Tech industry-1 10.Taiwan High-Tech industry-2

Prerequisite
Economics, Management. must have basic concept in economics and management.