

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創新及研發管理	Serial No. / ID	0781 / IEI3090
Dept.	工業工程與科技管理學系	School System / Class	大學日間部3年1班
Lecturer	金憲	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(二)56 / H539 (五)5 / H539	Language	Chinese

Introduction
<p>Technology Innovation and Management provides a systematical thinking and process of integrating technological, market and organization change enabling enterprise face today ' s increasingly competitive marketplace. Many organizations are turning to innovation and technology integration practices to improve their responsiveness to the market needs and expectations of stakeholders. This course will cover: Innovation and competitive advantage, Innovation and Technology Integration, Innovation as management process, Innovation strategy and framework, Integration and resources allocation for innovation, Technology and market affect marketing, Building effective innovation mechanisms, Creating the Innovative organization, Innovative Business model and Knowledge-based services and Case study.</p>

Outline
<ol style="list-style-type: none"> <li>1. Innovation and competitive advantage</li> <li>2. Innovation and Technology Integration</li> <li>3. Innovation as management process</li> <li>4. Innovation strategy and framework</li> <li>5. Integration and resources allocation for innovation</li> <li>6. Technology and market affect marketing</li> <li>7. Building effective innovation mechanisms and Creating the Innovative organization)</li> <li>8. Innovative Business model and Knowledge-based services</li> </ol>

Prerequisite
Introduction of management of technology