

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

Information			
Title	創造力研究	Serial No. / ID	1109 / BAM3044
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)34 / B301 (三)6 / B301	Language	Chinese

Introduction
The meaning of Creativity the environment of c r e a t e ion

Outline
<ol style="list-style-type: none"> <li>1. A review of the literature on c r e a t e ivity, c r e a t e ive people, and innovation as well as the leadership and management of c r e a t e ive people and innovation</li> <li>2. Application of various approaches for generating c r e a t e ive options.</li> <li>3. Applications of c r e a t e ivity to selected management domains - approaches to the generation of c r e a t e ive options are not limited to the development of products and services or businesses, but can be applied to all areas of management and business. The purpose of these sessions is to explore the applications of c r e a t e ive approaches to M&amp;A and growth strategies, marketing, cost reduction efforts, innovation, organizational design, and leadership and management of c r e a t e ive people.</li> <li>4. Integration - a group project in which interdisciplinary teams of students generate a c r e a t e ive product/service/business/strategy.</li> </ol>

Prerequisite
Management Marketing Management New Product Development