

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	設計經營實務	Serial No. / ID	2771 / DAN2101
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	梁又照	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(六)ABC / G402	Language	Chinese

Introduction

Introduce design practice and management theory and it ' s application with in Industries, and the successful cases and process with in Developed Countries. Such as IDEO and 3M, etc..

Outline

study through discussion how to c r e a t e e innovative products
SET POG strategy in c r e a t e ing a break through product

Prerequisite

all back ground students are well comeed