

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	智慧財產權管理	Serial No. / ID	0671 / IEI4110
Dept.	工業工程與科技管理學系	School System / Class	大學日間部4年1班
Lecturer	邱紹成	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)8 / H541 (四)34 / H541	Language	Chinese

Introduction
<p>In knowledge economic era intellectual property (IP) is the essential for business success. In order to achieve a company growth, business should have a strong IP portfolio by applying for more patents. In addition, company with a strong patent portfolio is generally in a better position to negotiate.</p> <p>To maximize the value of company ' s intellectual property, company must understand how he protects current or future product positions, provides competitive advantage, and adds value through c r e a t e i v e, nontraditional applications.</p> <p>The course is designed to introduce the definition and contents of the intellectual property. Also introduce the situation of Taiwan high-tech industries including their technology innovation, international competitiveness, and threat of IP litigation. These will benefit for students to understand the IP ' s role in industry development.</p>

Outline
<ol style="list-style-type: none"> 1.Introduction of the major industries development in Taiwan. 2.Creativity, innovation and entrepreneur 3.The basic concept of intellectual property 4.The management and application of intellectual property 5.Technology transfer and intellectual property 6.The environment of intellectual property progress in Taiwan.

Prerequisite
nil