

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文化創意產業管理專論	Serial No. / ID	2160 / DAR5051
Dept.	設計暨藝術學院碩士班	School System / Class	研究所碩士班1年1班
Lecturer	卓銀永	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)678 / G108	Language	Chinese

Introduction

This course is not only related to the technical or artistic level in the cultural and creative industries, but also mainly associated with the professional introduction and innovation management in the cultural and creative industries. It is suitable for graduates who have specialized or interested in design art, science and technology innovation, business management and other subjects about creative thinking and management. Curriculum generally covers the creative rebuilding of the cultural space, the intellectual property, the creative aesthetics and economy, the creative marketing and management, the creative city and media and the other basic knowledge. The course will also focus on the interaction with industrial experience which includes management strategy and practical operation, supported by the discussion with Taiwanese cultural and creative industry issues and law. It can make students deeply understand the situation and trend in cultural and creative industry in Taiwan. The course aims to enhance the enthusiasm about the cultural and creative industry management and enlighten the students with professional knowledge for future career developments.

Course Objectives

1. To provide students who desire to work in the cultural and creative industries the basic knowledge and complete preparation.
2. To make students understand the features of the cultural and creative industry with special organization and unique management.
3. To make students realize the reasons and situations and why people would like to contribute to the cultural and creative industry.
4. To make students learn more knowledge and skills about the cultural and creative management.
5. To enhance students self technologies and capabilities and how to practice well in the industry.

Outline

1. Introduction of Cultural and Creative Industries Management
2. Dialogue and values - cultural creativity vs. business
3. Waves and surf - the cultural and creative diversity
4. Operation and change - new ideas of urban life
5. Regeneration and activation (A) ? rebuilding of cultural space and management
6. Regeneration and activation (B) - rebuilding of cultural space
7. Regeneration and activation (C) - rebuilding of cultural space
8. Field trip

9. Concentration and diffusion- cluster effect in cultural and creative industry
10. Development and structure - the main structure of cultural and creative industries and market structure
11. Product and value - product and value chain
12. Competition and market - competitive and marketing power
13. Customers and consumers - customer relationship management
14. Intangible assets and intellectual property - copyright, design rights and patents, intellectual property law
15. Management and proposal - business plan
16. Open and control
17. Final report
18. Final report

Prerequisite

unlimited