

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品發展管理	Serial No. / ID	2695 / MTB2015
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	曾健民	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)ABC / B304	Language	Chinese

Introduction	
A. 企管所教育目標 1. 培育具管理專業能力、擅長溝通、團隊合作、具道德關懷及創造力之中堅管理人才，而為企業所樂於雇用。 2. 強化管理理論與研究方法。 3. 重視管理理論與實務之結合。 B. 管理學院/企管所核心能力：管理學院 - - 企管所 [占課程之比重] S (Problem-solving , 解決問題能力) - - Cooperation、Creativity(團隊合作、創造力)：[20%] C (Communication , 溝通能力) - - Communication(溝通能力)：[20%] E (Ethics , 倫理觀) - - Concernment (管理與研究倫理)：[20%] P (Profession , 專業能力) - - Capability (管理專業與研究能力，包含：一般管理與研究能力、整合創新與研究能力、診斷改善與研究能力、策略規劃與研究能力)：[40%] C. 本課程特色： 1. 培養學生對新產品開發管理的專業能力，並培養其創造與創新能力 (SEP development) 2. 強調研究能力 (SP development) 3. 重視個案教學 (SCEP development) 4. 強調團隊合作 (SC development) 5. 重視企業與研究倫理 (E development) For starters, all members of a new products team (often including the leader) live in a functional area of the firm. Marketing people are supposed to help the entire team succeed, so we have to soften any narrow, functional slants. We have to learn to work with scientists, engineers, lawyers, production managers, and so on. This course of study calls for a strong c r e a t i v e contribution to enable students to get the following training: 1.Be multifunctional, not functionally parochial. 2.Be risk takers, willing to do whatever is necessary to bring a product to market, including facing the wrath of co-workers. 3.Think like a general manager. 4.Be a combination of optimist and realist, aggressor and team player, leader and follower. 5.Develop your c r e a t i v e skills, both for new product concepts and for new ways of doing things.	

6.Be comfortable in chaos and confusion. Learn to work with depressives, euphorics, and those with no emotion at all.

This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.

Outline

Part 1 Overview and Opportunity Identification/Selection Ch.1 ~ Ch.3 (SP development)

Part 2 Concept Generation Ch.4 ~ Ch.7 (SP development)

Part 3 Concept/Project Evaluation Ch.8 ~ Ch.12 (SP development)

Part 4 Development Ch.13 ~ Ch.15 (SCEP development)

Part 5 Launch Ch.16 ~ Ch.20 (SCEP development)

Prerequisite

行銷管理

生產作業管理

財務管理

專案管理

品質管理