

# 管院碩士班(含碩專班)課程大綱

## MS/MA Program Syllabus

2023.09.26 修訂

系所 Department	資管所 IM	必選修 compulsory/elective	選修 Elective
課程名稱 Course title	Information Technology and Innovation (資訊科技與創新)	學分數 Credit(s)	3
課號 Course Code		全英文授課 English Taught (EMI)	是(Yes)
學年/學期 academic year/Semester	114/02	上課地點 Classroom	
講授教師 Instructor	Kankham Sarawut (沙拉溫)	上課時間 Time	
教師辦公室&諮詢時間 Instructor office & office hour	Room 621 (By appointment)	教師聯絡資訊 Instructor Contact	Phone: 05-2720411#34604 Email: bensarawut@ccu.edu.tw
助教 Teaching assistant		助教 聯絡資訊 TA contact	Email:
先修課程 Pre-requisite courses			
學習目標 Learning Objective	<ul style="list-style-type: none"> <li>- Foster a mindset of technological innovation.</li> <li>- Understand the pros and cons of technological innovation.</li> <li>- Bridge theory and practice.</li> </ul>		
課程概述 Course Descriptions	<p>With the rapid advancement of technological innovations accelerating economic growth and transforming key sectors such as economy, medicine, education, and finance, this course introduces both foundational and emerging technological trends. Graduate students will explore real-world applications through weekly case studies, strengthening their ability to critically analyze and apply innovative technological thinking within their current or future organizations.</p> <p>Upon completing the course, graduate students will be well-equipped for a range of roles, including technology consultant, innovation manager, IT project leader, digital transformation specialist, and R&amp;D strategist. Whether working in tech startups, multinational corporations, government agencies, or research institutions, they will be prepared to lead and manage technological change, develop data-driven solutions, and drive innovation strategies in dynamic organizational environments.</p>		

對應 AOL 職能素養(AOL Competency)				
職能素養 2(Competency 2): 創造力與創新 Creativity and Innovation			職能素養 1(Competency 1): 知識整合 Knowledge Integration	
課程類別 Course Attributes	<input type="checkbox"/> 人文關懷課程(Humanities Caring) <input type="checkbox"/> 競賽專題課程(Competition) <input checked="" type="checkbox"/> 問題導向課程(Problem-solving) <input type="checkbox"/> 專題導向課程(Project-based) <input type="checkbox"/> 實作課程(Practice-based) <input checked="" type="checkbox"/> 總整課程(Capstone)			
教材編選 Teaching materials	<input checked="" type="checkbox"/> 自製簡報(self-made PPTs) <input type="checkbox"/> 課程講義(Teaching Notes) <input type="checkbox"/> 自編教科書(self-made textbooks) <input type="checkbox"/> 教學程式(programming) <input type="checkbox"/> 自製教學影片(self-made video) <input type="checkbox"/> 其他(Others)			
教學資源 Teaching Resources	<input type="checkbox"/> 課程網站(Website) <input type="checkbox"/> 實習網站(Intern Web) <input checked="" type="checkbox"/> 教材電子檔供下載(Downloadable Files)			
教科書/參考書 Textbooks/References	- Schilling, M. (2023). <i>Strategic management of technological innovation</i> (7th ed.). McGraw-Hill Education. - Kahneman, D. (2011). <i>Thinking, fast and slow</i> . Farrar, Straus and Giroux.			
評量方式(請填百分比) Assessment	課堂參與 Participation	15%	個案討論 Case study	%
	作業 Homework	0%	專題 Project	30%
	小考 Quiz	%	其他 1 other ( )	%
	期中考 Midterm	25%	其他 2 other ( )	%
	期末考 Final	30%	其他 3 other ( )	%
	報告 Presentation	%	其他 4 other ( )	%
其他說明 Other description	The instructor reserves the right to make changes to this syllabus, such as class schedule, grading policy, etc., if necessary.			

## 課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	02/25	Course Overview		
2.	03/04	The Importance of Technological Innovation	Chapter 1	
3.	03/11	Source of Innovation	Chapter 2	
4.	03/18	Types and Patterns of Innovation	Chapter 3	
5.	03/25	Standards Battles, Modularity, and Platform Competition	Chapter 4	
6.	04/01	Timing of Entry	Chapter 5	
7.	04/08	Defining the Organization's Strategic Direction	Chapter 6	(Assign midterm presentation)
8.	04/15	Choosing Innovation Projects	Chapter 7	
9.	04/22	Midterm Presentation		Present research on IT and innovation
10	04/29	Collaboration Strategies	Chapter 8	(Assign final project presentation)
11.	05/06	Protecting Innovation	Chapter 9	
12.	05/13	Organizing for Innovation	Chapter 10	
13.	05/20	Managing the New Product Development Process	Chapter 11	
14.	05/27	Final Project Presentation (I)		Present project of IT and innovation
15.	06/03	Final Project Presentation (II)		Present project of IT and innovation
16.	06/10	Final Exam		

\*The schedule and content may be subject to change.