

# 國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology  
Application of Offering English-Instructed Course

申請日期 (Date of Application) : 113/02/22

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>113</u> 學年度 Academic year <u>1</u> 學 期 Semester
課程名稱 Course Title	中文 Chinese	研究方法	學分數/時數 Credit(s)/Hour(s)
	英文 English	Research Method	
永久課號 Course Number	132B10063		開課班級 Class 碩班一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective		教師所屬系所 Department 國管學程
授課教師姓名 Teacher's Name	阮明勇		職 稱 Position <input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

The objectives of this course are to help graduate students comprehensively understand the domain knowledge of research methods and guild them toward achieving competence and proficiency in the theory of research and practice to research. Upon completing this course, students will be able to apply the concepts and methods introduced to their graduation thesis and future work after graduation.

### 2. 教學綱要 (Syllabus)

The teaching content covers 6 areas: (1) The nature of research and defining a research topic, (2) Research approach, (3) Research instruments, (4) Sampling plan, (5) Master thesis structure, (6) Instruction for writing thesis.

### 3. 教科書 (Texts)

Cooper, D. R., & Schindler, P. S. (2018). Business research methods (13<sup>th</sup> ed.). McGraw-Hill/ Irwin.

### 4. 參考書 (Reference Materials)

To be provided by the lecturer

## 5.教學進度表(Course Schedule)

週次 Weekly	英文授課內容 English Course Content		備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
Week 1 (09/12)	課程介紹	Course Introduction	
Week 2 (09/19)	商業研究+商業研究倫理	Research in Business + Ethics in Business Research	
Week 3 (09/26)	研究者思考模式	Think like a researcher	
Week 4 (10/03)	研究設計概論	Research Design: An Overview	
Week 5 (10/10)	(國慶節放假一天)	(One day off for National Holiday)	
Week 6 (10/17)	質性研究	Qualitative Research	
Week 7 (10/24)	實驗法	Experiments	
Week 8 (10/31)	調查法	Surveys	開放觀摩
Week 9 (11/07)	期中考	Mid-term assignment	
Week 10 (11/14)	測量	Measurement	
Week 11 (11/21)	測量尺度	Measurement scales	
Week 12 (11/28)	問卷和工具	Questionnaires and Instruments	
Week 13 (12/05)	取樣	Sampling	
Week 14 (12/12)	數據準備和描述	Analysis and Presentation of Data	
Week 15 (12/19)	探索、展示以及檢驗資料	Exploring, Displaying, and Examining Data	
Week 16 (12/26)	假說測試	Hypothesis Testing	
Week 17 (01/02)	關聯測量	Measures of Association	
Week 18 (01/09)	提出見解和發現:寫結論	Presenting Insights and Findings: Written Reports	

## 6.英文成績評定(Evaluation method)

Class discussion & attendance: 20%; Group assignment: 25%; Mid-term exam: 25%; Final-term report: 30%

7. 課堂要求(Classroom requirements)

Students are required to prepare materials before participating class and to review their works after the class

8. 如何提升學生英文能力(How to improve students' English ability)

The course is lectured in English, and students are advised to interact with lectures and classmates, which can enhance students' listening and speaking ability. In addition, the students are encouraged to form groups for discussion with those from other countries to ensure the discussion is in English. Students are also required to read some published papers in English, which enhance their reading ability. The mid-term and final-term exams are carried out in English to improve their English reading and writing ability.

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

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開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>113</u> 學年度 Academic year <u>1</u> 學期 Semester
課程名稱 Course Title	中文 Chinese 國際智慧財產權法 英文 English International Intellectual Property Rights	學分數/時數 Credit(s)/Hour(s)	3/3
永久課號 Course Number	132B10036	開課班級 Class	碩班二甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	科法所
授課教師姓名 Teacher's Name	程法彰	職稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input checked="" type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

This course (International Intellectual Property Law) purpose is to equip the students enrolled in the class with understanding of basic intellectual property concept and related important debates. At the same time, this course also expects the enrolled students could gain the English ability to handle related legal disputes through English lecture in the class. The general principles in intellectual property field will be mentioned. And some highly disputed topics will also be further discussed in this course. The intention for students' final presentations is to encourage students to develop their own independent research ability. By walking through this course, hopefully, students can understand basic thinking of intellectual property protection, at the same time, would have cultivated their interests in intellectual property protection.

### 2. 教學綱要 (Syllabus)

This course is mainly introducing international treaties regarding intellectual property protection and also illuminating the important disputes to intellectual property protection. The overall description of this course is as follows:

- (1) The basic concept of intellectual property
- (2) Trade-Related Aspects of Intellectual Property Rights (TRIPS) treaty
- (3) The definition of the trademark and related basic concept
- (4) The likelihood of confusion in trademark protection
- (5) The dilution of famous trademark protection
- (6) The basic concept of copyright
- (7) The non-copyrightable work
- (8) Property rights and moral rights in copyright protection
- (9) The fair-use doctrine in copyright
- (10) Several important topics in copyright protection
- (11) The basic concept of trade secrets
- (12) Several kinds of approach in trade secrets protection
- (13) The basic concept of patent
- (14) Unfair competition in patent

3.教科書(Texts)		
None. The course will proceed with slides for different subjects.		
4.參考書(Reference Materials)		
Intellectual Property: Patents, Trademarks, and Copyright (Nutshell Series) Intellectual Property: Law & the Information Society—Cases and Materials (James Boyle, Duke Law School,Jennifer Jenkins, Duke Law School,Publisher: Independent)		
5.教學進度表(Course Schedule)		
週次 Weekly	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應 開放觀摩至少一次，應避開期 中、期末考週) (Remarking the open day. The teacher need to demonstrate teaching at least once a semester ruled out weeks of mid-term and final exams.)
1.	智慧財產權基本概念 The basic concept of intellectual property	
2.	與貿易有關之智慧財產權協定 Trade-Related Aspects of Intellectual Property Rights (TRIPS) treaty	
3.	商標定義與相關基本概念 The definition of the trademark and related basic concept	
4.	商標保護下的混淆誤認之虞概念 The likelihood of confusion in trademark protection	
5.	著名商標保護下的淡化稀釋概念 The dilution of famous trademark protection	
6.	著作權保護的基本概念 The basic concept of copyright	
7.	不受著作權保護的客體 The non-copyrightable work	
8.	著作人格權與著作財產權 Property rights and moral rights in copyright protection	
9.	著作權的合理使用 The fair-use doctrine in copyright	
10.	著作權保護的幾個重要議題 Several important topics in copyright protection	
11.	營業秘密的基本概念 The basic concept of trade secrets	觀摩週
12.	營業秘密保護的不同途徑 Several kinds of approach in trade secrets protection	
13.	專利的的基本概念 The basic concept of patent	
14.	專利的不公平競爭 Unfair competition in patent	
15.	期末報告 Final presentation	

16.	期末報告 Final presentation	
17.	期末報告 Final presentation	
18.	期末報告 Final presentation	
<b>6.英文成績評定(Evaluation method)</b>		
The final score will be divided into two parts. Class participation will count for the first part of evaluation. The first part includes class attendance and also involvement in class discussion. The second part is the final presentation related to issues in intellectual property protection. Each part will occupy 50% of the final score.		
<b>7.課堂要求(Classroom requirements)</b>		
Students enrolled in the course are expecting to full attendance to classes. And vigorously involving in class discussion is highly recommended. The final presentation for every enrolled student should no more less than 25-30 minutes and concise PPT is also required for the presentation.		
<b>8.如何提升學生英文能力(How to improve students' English ability)</b>		
By lecturing in English, it would expect that students can improve the professional legal English ability.		
<b>9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)</b>		
<input checked="" type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)		

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開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>113</u> 學年度 Academic year <u>1</u> 學 期 Semester
課程名稱 Course Title	中文 Chinese	消費者行為	學分數/時數 Credit(s)/Hour(s)
	英文 English	Consumer Behavior	
永久課號 Course Number	132B10052		開課班級 Class 碩班一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective		教師所屬系所 Department 國管學程、行銷系
授課教師姓名 Teacher's Name	阮明勇		職 稱 Position <input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

This course has three main objectives: (1) to introduce to students the classic theories and practice of consumer behavior and the implications of the most current academic research in the field, (2) to provide students with basic understanding of consumer behaviors in the digital age using contemporary concepts, and (3) to enable students to apply consumer behavior concepts to real-world marketing problems.

Additionally, reading and completing assignments on contemporary case studies will facilitate students' understanding of the hot issues in consumer behavior. In-class discussions and group assignments will allow students to share viewpoints among peers and work out solutions in a team.

### 2. 教學綱要 (Syllabus)

Understanding consumers and the influences of consumer behavior is crucial for explaining and predicting consumption-related behavior in individuals and organizations alike. This course introduces the fundamental concepts, principles, and theories of consumer behavior and relates them to the practice of marketing. Drawing on both psychological and sociological viewpoints, this course covers individual factors, such as motivation and needs, perception, learning, personality and lifestyle attitudes, and external socio-cultural factors, such as family, social groups and group processes, social class, culture and subculture in the context of consumption. This prepares students for making informed decisions about managing and responding to consumers' needs and wants.

### 3. 教科書 (Texts)

Consumer Behavior: Buying, Having, and Being (Global edition) Michael R. Solomon  
 Pearson, 12<sup>th</sup> Edition, 2019

4. 參考書(Reference Materials)

To be provided by the lecturer

5. 教學進度表(Course Schedule)

週次 Weekly	英文授課內容 English Course Content		備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
Week 1 (09/13)	課程介紹	Course Introduction	
Week 2 (09/20)	消費者行為學導論	Buying, Having, and Being: An introduction to consumer behavior	
Week 3 (09/27)	消費者行為與社會福祉	Consumer and Social Well-being	
Week 4 (10/04)	知覺	Perception	開放觀摩
Week 5 (10/11)	學習與記憶	Learning and Memory	
Week 6 (10/18)	動機與情感	Motivation and Affect	
Week 7 (10/25)	自我: 思想、性別和身體	The Self: Mind, Gender, and Body	
Week 8 (11/01)	人格、生活型態與價值	Personality, Lifestyles, and Values	
Week 9 (11/08)	期中考	Mid-term assignment	
Week 10 (11/15)	態度與說服	Attitudes and Persuasive Communications	
Week 11 (11/22)	決策制訂與消費者行為	Decision Making	
Week 12 (11/29)	購買、使用與處置	Buying, Using, and Disposing	
Week 13 (12/06)	團體與社交媒體	Groups and Social Media	
Week 14 (12/13)	收入與社會階層	Income and Social Class	
Week 15 (12/20)	消費者次文化	Subcultures	
Week 16 (12/27)	消費者文化 (I)	Culture (I)	



Week 17 (01/03)	消費者文化 (II)	Culture (II)	
Week 18 (01/10)	期末報告	Final-term report	
6.英文成績評定(Evaluation method)			
Class participation & discussion: 20%; Individual and group assignments: 50%; Final report: 30%			
7.課堂要求(Classroom requirements)			
Students are required to prepare materials before participating class and to review their works after the class			
8.如何提升學生英文能力(How to improve students' English ability)			
The course is lectured in English, and students are advised to interact with lectures and classmates, which can enhance students' listening and speaking ability. In addition, the students are encouraged to form groups for discussion with those from other countries to ensure the discussion is in English. Students are also required to read some published papers in English, which enhance their reading ability. The mid-term and final-term exams are carried out in English to improve their English reading and writing ability.			
9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)			
<input type="checkbox"/> 課程錄影，協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述)：(Others / Described in detail)			

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開課系所 Class Department	國管學程		開課學年/學期 Academic year and semester	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">113</td> <td style="width: 10%; text-align: center;">學年度</td> <td style="width: 10%; text-align: center;">Academic year</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">學期</td> <td style="text-align: center;">Semester</td> </tr> </table>	113	學年度	Academic year	1	學期	Semester
113	學年度	Academic year								
1	學期	Semester								
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">中文 Chinese</td> <td style="width: 80%;">供應鏈管理專題</td> </tr> <tr> <td style="text-align: center;">英文 English</td> <td>Supply Chain Management</td> </tr> </table>	中文 Chinese	供應鏈管理專題	英文 English	Supply Chain Management	學分數/時數 Credit(s)/Hour(s)	3/3			
中文 Chinese	供應鏈管理專題									
英文 English	Supply Chain Management									
永久課號 Course Number	132B10027		開課班級 Class	1 年級						
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective		教師所屬系所 Department	運籌系						
授課教師姓名 Teacher's Name	蔡坤穆		職稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input checked="" type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer						

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

Supply chain management (SCM) is concerned with efficient integration of suppliers, factories, warehouses and stores so that products are distributed to customers in the right conditions and at the right time. This course intends to explore the key issues associated with the operations and management of supply chains. Throughout the progress of the course, students are expected to understand how businesses operate globally in marketing, production, procurement and logistics from the perspectives of material and information flows and be able to apply SCM practices to solve real world problems. Several cases will be discussed in class such as Zara, Apple, Foxconn, Walmart, DHL, Harley Davidson, etc. to enhance student understanding of SCM practices. In this course, we implement PBL (Problem-based learning) that students have to find and study the real-world cases that best explain the theories and practices to be discussed.

### 2. 教學綱要 (Syllabus)

The course contents include introduction of supply chain management, postponement in SCM, SC bullwhip effects, network design and modeling in a SC, information technology and decision- support systems for supply chain management, quick response (QR)/ECR/VMI, strategic alliances and outsourcing strategies, warehousing in a SC, Packaging for SCM, Sustainability in SCM, performance measurement, etc.

### 3. 教科書 (Texts)

Supply Chain Logistics Management, 4th ed., Donald J. Bowersox, David J. Closs, and M. Bixby Cooper, McGraw-Hill, 2012

### 4. 參考書 (Reference Materials)

Handouts and papers		
5.教學進度表(Course Schedule)		
週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週、國定假日) (Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.)
1.	Introduction_21st Century Supply Chains	
2.	Supply chain integration and collaboration	
3.	Bullwhip effects and beer games	開放觀摩
4.	PBL and Case Study 1	開放觀摩
5.	E-hub, Information sharing and SCIS	開放觀摩
6.	Quick response (QR), efficient consumer response (ECR), VMI	
7.	Postponement in supply chains	
8.	PBL and Case Study 2	
9.	Logistics and logistics cost analysis	
10.	Customer Relationship Management	
11.	Procurement and Manufacturing	
12.	PBL and Case Study 3	
13.	Warehousing in SCM	
14.	Packaging and Green Supply Chains	
15.	Risk and Sustainability_1	
16.	Risk and Sustainability_2	
17.	PBL and Case Study 4	
18.	Final Exam	
6.英文成績評定(Evaluation method)		
1. Exam (30%)、2. Case Project (50%)、3. Class Participation (20%)		
7.課堂要求(Classroom requirements)		
Students are expected to study and discuss for the PBL and the cases. Be participative and play your good roles.		
8.如何提升學生英文能力(How to improve students' English ability)		

The course is lectured in English and students are required to interact with Professor and other students, which can enhance students' listening and speaking capability. In organizing teams for case discussion, students are required to form with those from other countries to make sure the discussion is performed in English. Case reports and the final exam are carried out in English to improve their English reading and writing capability.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

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開課系所 Class Department	管院博士班	開課學年/學期 Academic year and semester	113 學年度 Academic year 1 學 期 Semester
課程名稱 Course Title	<input checked="" type="checkbox"/> 中文 Chinese <input checked="" type="checkbox"/> 英文 English	國際行銷專題 Topics on International Marketing	學分數/時數 Credit(s)/Hour(s) 3/3
永久課號 Course Number		開課班級 Class	管院博士班一甲
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系
授課教師姓名 Teacher's Name	邱彥婷	職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input checked="" type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

To provide a framework for understanding managerial and operational problems in the fields of international marketing, and to learn and resolve marketing-related problems that companies face in practice.

### 2. 教學綱要 (Syllabus)

This course is designed to enhance students' knowledge about the complex environment of international markets. Using a combination of lecture, case studies, reading assignments and in-class discussion, students learn about such topics as world market environment, international marketing research, and international marketing mix strategy.

### 3. 教科書 (Texts)

英文書名：International Marketing, 18th ed.  
英文作者：Cateora et al.  
英文出版社：McGraw Hill, 2020

### 4. 參考書 (Reference Materials)

英文書名：  
英文作者：  
英文出版社：

### 5. 教學進度表 (Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週、國定假日) (Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.)
1.	w1 introduction	
2.	w2 international marketing introduction, international marketing planning process	
3.	w3 global market environment, discussion	
4.	w4 global market environment, discussion	
5.	w5 social cultural environment, discussion	
6.	w6 social cultural environment, discussion	
7.	w7 multinational market groups, discussion	
8.	w8 multinational market groups, market entry modes, discussion	
9.	w9 market entry modes, discussion, group update on international marketing plan	
10.	w10 products and services, discussion	
11.	w11 products and services, discussion	
12.	w12 international channel management, discussion	
13.	w13 international channel management, discussion	
14.	w14 global marketing communication, discussion	
15.	w15 global marketing communication, discussion	
16.	w16 global pricing decisions, discussion	
17.	w17 global pricing decisions, discussion	
18.	w18 presentation of IM plan	
<b>6.英文成績評定(Evaluation method)</b>		
40% group discussion & presentation 40% international marketing plan 20% class participation		
<b>7.課堂要求(Classroom requirements)</b>		
This course provides a framework for understanding managerial and operational problems in the fields of international marketing, and to learn and resolve marketing-related problems that companies operating in foreign markets face in practice. To highlight these issues, there will be a discussion on specific topics or company cases in each session. Students are expected to prepare well and participate in the discussion.		
<b>8.如何提升學生英文能力(How to improve students' English ability)</b>		
<b>9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)</b>		
<input checked="" type="checkbox"/> 課程錄影, 協助學生複習(Recording lessons aid students to review) <input checked="" type="checkbox"/> TA 協助輔導學生(TA assist to tutor students) <input type="checkbox"/> 其他(請詳述): (Others / Described in detail)		

# 國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology  
Application of Offering English-Instructed Course

申請日期 (Date of Application) : 113/02/22

1120206 核定版

開課系所 Class Department	國管學程	開課學年/學期 Academic year and semester	<u>113</u> 學年度 Academic year <u>1</u> 學 期 Semester
課程名稱 Course Title	中文 Chinese	創新與科技管理	學分數/時數 Credit(s)/Hour(s)
	英文 English	Technology and Innovation Management	
永久課號 Course Number	132B10056		開課班級 Class
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective		教師所屬系所 Department
授課教師姓名 Teacher's Name	阮明勇		職 稱 Position
<input type="checkbox"/> 專任 Tenured <input checked="" type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct			
<input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer			

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

This course is designed to provide students with a comprehensive understanding of technology innovation management in businesses. By completing this course, students will have: (1) a familiarity with current topics in strategic innovation management, such as innovation networks, disruptive innovation, open innovation, social innovation, (2) an understanding of contemporary global technology and innovation trends, (3) an understanding of the strategies most effective for exploiting innovations, (4) the ability to apply these concepts directly to real world situations, and (5) skills to identify, evaluate, and resolve a variety of issues relating to poor innovative performance in large firms as well as entrepreneurial firms.

### 2. 教學綱要 (Syllabus)

Technology and innovation management includes a variety of topics. This course approaches technology and innovation issues from the entrepreneur and manager's perspective and strategic perspective. Building an organization that can continuously generate and commercialize innovations is one of the core concerns of top management. Thus, any leader should be conversant with the leading thinking on innovation. In addition, we will consider the relationship between processes and structures for innovation in firms, the strategies for exploitation, and the environment in which these must be designed (e.g., competition, rate of technological change, sources of innovation). The course combines lectures, case studies analyses, and student presentations. The readings are drawn from research in the management of technological innovation and technology-based entrepreneurship, as well as from economics and organizational theory. The case studies provide an extensive opportunity to integrate and apply these tools in a practical business context and draw from various firms and industries.

3.教科書(Texts)		
John R. Bessant, Joe Tidd (2015). Innovation and Entrepreneurship, 3 <sup>rd</sup> edition. Wiley		
4.參考書(Reference Materials)		
Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and Innovation - Theory, Practice and Context, Springer Singapore. To be provided by the lecturer		
5.教學進度表(Course Schedule)		
		備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週) (Remarking the open day. The teacher needs to demonstrate teaching at least once a semester, ruling out weeks of mid-term and final exams.)
週次 Weekly	英文授課內容 English Course Content	
Week 1 (09/11)	Course Introduction	
Week 2 (09/18)	Overview of Technology and Innovation Management	
Week 3 (09/25)	Social Innovation	
Week 4 (10/02)	Innovation, Globalization and Development	
Week 5 (10/09)	(Adjusted Holiday for National Day - No Class)	
Week 6 (10/16)	Sustainability-led Innovation	開放觀摩
Week 7 (10/23)	Entrepreneurial Creativity The TRIZ theory	
Week 8 (10/30)	Sources of Innovation	
Week 9 (11/06)	Design Thinking	
Week 10 (11/13)	Mid-term Exam	
Week 11 (11/20)	Exploiting Networks	
Week 12 (11/27)	Developing New Products and Services	
Week 13 (12/04)	Creating New Ventures	
Week 14 (12/11)	Case study Discussion (1)	
Week 15 (12/18)	Case study Discussion (2)	
Week 16 (12/25)	Business Model and Capturing Value (1)	
Week 17 (01/01)	Business Model and Capturing Value (2)	
Week 18 (01/08)	(New Year Holiday – No Class)	
6.英文成績評定(Evaluation method)		
Class discussion & attendance: 30%; Mid-term assignment: 35%; Final exam: 35%		
7.課堂要求(Classroom requirements)		



Students are required to prepare materials before participating class and to review their works after the class

8.如何提升學生英文能力(How to improve students' English ability)

The course is lectured in English, and students are advised to interact with lectures and classmates, which can enhance students' listening and speaking ability. In addition, the students are encouraged to form groups for discussion with those from other countries to ensure the discussion is in English. Students are also required to read some published papers in English, which enhance their reading ability. The mid-term and final-term exams are carried out in English to improve their English reading and writing ability.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

# 國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology  
Application of Offering English-Instructed Course

申請日期 (Date of Application) : 113.02.26

1120206 核定版

開課系所 Class Department	行銷系		開課學年/學期 Academic year and semester	113 學年度 Academic year 1 學 期 Semester
課程名稱 Course Title	中文 Chinese	品牌管理	學分數/時數 Credit(s)/Hour(s)	3/3
	英文 English	Brand Management		
永久課號 Course Number			開課班級 Class	行銷系碩士班
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective		教師所屬系所 Department	行銷系
授課教師姓名 Teacher's Name	楊景傳		職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input checked="" type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

This course is expected to complete a sequence of teaching objectives such as knowledge understanding, knowledge integration, and knowledge application. Two major objectives of this course are (1) to assist students to be familiar with the concepts, theories, and issues of brand management; and (2) to help students to develop the essential skills needed for working in the field of brand management.

### 2. 教學綱要 (Syllabus)

The primary purpose of this course is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and brand management. Because the marketplace has become increasingly complex and competitive, brand management is more important and challenging now than it ever has been. A strong brand can simplify decision-making, reduce risk, and set expectations for consumers. Brands offer tangible and intangible benefits to the companies who manufacture them, the retailers who sell them, and the consumers who buy them. The strategic brand management process is introduced and explained in-depth. This course also describes some of the past and present challenges faced by brands and states that the purpose of the course is to set forth principles, models, and frameworks that will help guide students through these challenges as they plan and execute brand strategies.

### 3. 教科書 (Texts)

英文書名：Strategic Brand Management, 5th eds., 2020  
 英文作者：Keller and Swaminathan  
 英文出版社：Pearson

### 4. 參考書 (Reference Materials)

英文書名：Marketing Management, 16th Edition 2022

英文作者：Kotler, Keller and Chernev

英文出版社：Pearson

### 5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週、國定假日) (Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.)
1.	Introduction of Brands and Brands Management(I)	
2.	Introduction of Brands and Brands Management(II)	
3.	Customer-Based Brand Equity and Brand Positioning(I)	
4.	Customer-Based Brand Equity and Brand Positioning(II)	
5.	Choosing Brand Elements to Build Brand Equity	
6.	Designing Marketing Programs to Build Brand Equity	
7.	Integrating Marketing Communications to Build Brand Equity(I)	
8.	Integrating Marketing Communications to Build Brand Equity(II)	
9.	Mid-Term Exam	
10.	Branding in the Digital Era(I)	Class Open
11.	Branding in the Digital Era(II)	Class Open
12.	Leveraging Secondary Brand Associations to Build Brand Equity(I)	Class Open
13.	Leveraging Secondary Brand Associations to Build Brand Equity(II)	Class Open
14.	Designing and Implementing Brand Architecture Strategies	Class Open
15.	Introducing and Naming New products and Brand Extensions(I)	Class Open
16.	Introducing and Naming New products and Brand Extensions(II)	
17.	Managing Brands Over Time	
18.	Final Exam	

### 6.英文成績評定(Evaluation method)

Class Participation and discussion (20%); Group and individual assignments (50%); Exams (30%)

### 7.課堂要求(Classroom requirements)

Classes normally will be conducted utilizing a combination of discussion, case analysis, in-class exercises, breakout teams, application exercises, and various aspects of industry analysis to be prepared prior to class and discussed in class. Your own contribution to the classroom discussion based on your own knowledge and your experiences is a critical part of the success of the course for everyone. Informed, interesting, and insightful comments should be the norm. Quality of contribution rather than merely quantity of "talk time" is the key to success.

8.如何提升學生英文能力(How to improve students' English ability)

Encouraging students to engage more in collaboration and cooperation for the term project.

9.如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)

# 國立高雄科技大學 英語授課課程計畫書暨申請表

National Kaohsiung University of Science and Technology  
Application of Offering English-Instructed Course

申請日期 (Date of Application) : 113.02.26

1120206 核定版

開課系所 Class Department	管院博士班		開課學年/學期 Academic year and semester	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">113 學年度 Academic year</td> <td style="width: 50%;"></td> </tr> <tr> <td style="text-align: center;">1 學 期 Semester</td> <td></td> </tr> </table>	113 學年度 Academic year		1 學 期 Semester	
113 學年度 Academic year								
1 學 期 Semester								
課程名稱 Course Title	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">中文 Chinese</td> <td style="width: 85%;">策略管理</td> </tr> <tr> <td style="text-align: center;">英文 English</td> <td>Strategic Management</td> </tr> </table>	中文 Chinese	策略管理	英文 English	Strategic Management	學分數/時數 Credit(s)/Hour(s)	3/3	
中文 Chinese	策略管理							
英文 English	Strategic Management							
永久課號 Course Number			開課班級 Class	管院博士班一甲				
必修/選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective	教師所屬系所 Department	行銷系					
授課教師姓名 Teacher's Name	章至豪、陳國樑		職 稱 Position	<input checked="" type="checkbox"/> 專任 Tenured <input type="checkbox"/> 專案 Project <input type="checkbox"/> 兼任 Adjunct <input type="checkbox"/> 教授 Professor <input type="checkbox"/> 副教授 Associate P. <input checked="" type="checkbox"/> 助理教授 Assistant P. <input type="checkbox"/> 講師 Lecturer				

## 英語授課大綱 (Course Description)

### 1. 教學目標 (Teaching objectives)

The overriding purpose of the course is to sharpen students' abilities to think strategically and to diagnose situations from a strategic perspective. The course is also designed to integrate the knowledge gained in prior core business curriculum. The skill-building portion of the course is built around exercises and case discussion that emphasize the application of key concepts and analytical tools. The course aims to create new knowledge and insight into the importance of strategic alignment and transformation and into the related issues of 'creating true strategic power' and 'strategy delivery in organizations'. To allow students to structure their ideas on strategy implementation issues and strategic transformation processes, this course also trains students to apply knowledge about strategic concepts, tools and strategy processes in discussions on real life cases.

### 2. 教學綱要 (Syllabus)

A case-based course that focuses on analyzing and responding to complex organizational situations from a general manager's perspective. The processes of strategizing, the impact of organizational contexts and the subsequent strategic tensions are explored so as to understand the adoption of various strategic practices. The framework of tools and perspectives that enables the general manager, which in turn our students endeavor for, to cope with the permanent process inherent to the strategic tension. This is where strategy evolves from a rather static design (intended strategy) to a dynamic process (emerging strategy).

### 3. 教科書 (Texts)

英文書名：Strategic Management: An Integrated Approach: Theory (Asia Edition)(13e)  
 英文作者：Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones  
 英文出版社：Hwa Tai Publishing (華泰文化)  
 中文書名：策略管理  
 中文作者：朱文儀  
 中文出版社：華泰文化

#### 4.參考書(Reference Materials)

英文書名：  
 1.Hill, C. & Jones, G. (2015), Theories of Strategic Management with Cases, 11th eds. Cengage Learning  
 2.Grant, R. (2010), Contemporary Strategy Analysis: Text and Cases, 7th eds. Blackwell  
 3.Carpenter, M. & Sanders, G (2009), Strategic Management: A Dynamic Perspective, 2nd eds. Pearson  
 4.Barney

#### 5.教學進度表(Course Schedule)

週次 Week	英文授課內容 English Course Content	備註 Notes (請註記開放觀課週次:每學期應開放觀摩至少一次,應避開期中、期末考週、國定假日) (Note: The EMI class needs to be open at least once for observation during the semester, ruling out of mid-term exam, final exam and holidays.)
1.	What Is Strategy and the Strategic Management Process?	
2.	Evaluating a Firm's External Environment	
3.	Evaluating a Firm's External Environment、Evaluating a Firm's Internal Capabilities	
4.	Evaluating a Firm's Internal Capabilities、Cost Leadership	
5.	Cost Leadership	
6.	Product Differentiation	
7.	Product Differentiation、Flexibility and Real Options	
8.	Flexibility and Real Options	
9.	Collusion	
10.	Collusion	
11.	Vertical Integration	
12.	Vertical Integration	
13.	Corporate Diversification	
14.	Corporate Diversification	
15.	Organizing to Implement Corporate Diversification	
16.	Strategic Alliances	
17.	Mergers and Acquisitions	
18.	Mergers and Acquisitions	

#### 6.英文成績評定(Evaluation method)

Class Participation and discussion (20%); Group and individual assignments (50%); Exams (30%)

7. 課堂要求(Classroom requirements)

Students are required to preview every week's lecture materials and assignments for the purpose of in-class discussion. Students are also encouraged to think through the pros and cons of each proposed solution to business problems.

8. 如何提升學生英文能力(How to improve students' English ability)

9. 如何協助學生獲得專業知識(How to assist students to acquire professional knowledge)

課程錄影，協助學生複習(Recording lessons aid students to review)

TA 協助輔導學生(TA assist to tutor students)

其他(請詳述)：(Others / Described in detail)