<table>
<thead>
<tr>
<th>科目名稱</th>
<th>中文：如何培養三創？</th>
<th>2 學分</th>
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<tr>
<td>科目序號</td>
<td>(A9)</td>
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<td>課程碼</td>
<td>(A9K0401)</td>
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<tr>
<td>教授老師</td>
<td>劉世南/洪正幸</td>
<td>創意產業設計研究所 / 三創中心</td>
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<td>TEL</td>
<td>54360 / 50238</td>
<td>職稱</td>
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<tr>
<td>e-mail</td>
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<td><a href="mailto:fhong@med.wayne.edu">fhong@med.wayne.edu</a></td>
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</tbody>
</table>

### 教授簡介

**劉世南** 副教授

**洪正幸** 客座教授

**經歷**：創意產業設計研究所專任副教授

**專長**：
- Cognitive Psychology
- Design Research
- Culture & Creativity
- Innovation management
- Hi Tech entrepreneurship

**經歷**：美國韋恩州立大學生理系專任教授

**專長**：
- Photobioelectrochemistry and photoelectrophysiology
- Molecular electronics and nanotechnology
- Biomagnetism
- Human high creativity and educational psychology
- Science philosophy

### 教學目標

1. Appreciate the humanistic similarity and the difference in the creativity of the arts and the literature, the natural sciences, and the engineering.
2. Teach Four proven Individual Creativity Holistic Principles
3. Practice European Commandments of Group Creativity 1+1=11
4. How to become a well rounded student?
5. How to conduct multiple tasking well in the global village?

### 教學大綱

1. 9/18 Team up
2. 9/25 Intellectual engineering: how creativity, innovation, and entrepreneurship related
3. 10/2 Creativity: Scientific and Artistic
4. 10/9 How the innovation works in organization
5. 10/16 Entrepreneurship: person or situation matters?
6. 10/23 Laboratory Exercise
7. 10/30 Introduction and orientation
8. 11/6 Knowing vs. Recognizing
9. 11/13 Scientific Basis of Two Types of Reasoning
10. 11/20 Three Litmus Tests for A Successful Creativity Theory
11. 11/27 How to think out of the box (別出心裁)? How to think from others’ point of view?
12. 12/4 The uses and abuses of statistical methodology
13. 12/11 Creativity in Music and in Business
14. 12/18 Galileo’s discovery of Jupiter’s Moons in 1610
15. 12/25 Conclusive discussion
16. 1/8 Final exam

### 成績考評

期中報告 30% 、期末考試 40% 、學習態度 30%

### 講授方式

中文/英文

### 參考教材

1. Nature Magazine
2. “How to learn and teach the creativity?” Harold Szu, He-Fe Institute, Machine Intelligence, Chinese Academy of Science, 2005.
3. “Extraordinary Days” (English & Chinese) by J. C. Hieh, based partially on Seminars given by Dr. Szu, CYCU, Taiwan, 2006-2007
4. creativity, innovation, and entrepreneurship: a Intellectual engineering 2009 S. Liou

備註：教室：理化大樓 B1 格致廳小講堂 時間：(五) 10:10~12:00

通識教育中心 e-mail：em50210@email.ncku.edu.tw