# Course Outline and Progress Table

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<thead>
<tr>
<th>開課系所</th>
<th>創意產業設計研究所</th>
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<tbody>
<tr>
<td>開課學年</td>
<td>101學年度</td>
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<tr>
<td>開課學期</td>
<td>第一學期</td>
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<tr>
<td>課程名稱(中文)</td>
<td>創意設計與管理</td>
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<tr>
<td>課程名稱(英文)</td>
<td>Management of Creative Enterprises</td>
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<tr>
<td>學分數</td>
<td>3 / Optional</td>
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<tr>
<td>講師</td>
<td>Hsiao-Ling Chung</td>
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<tr>
<td>e-mail</td>
<td><a href="mailto:hlchung@mail.ncku.edu.tw">hlchung@mail.ncku.edu.tw</a></td>
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<tr>
<td>電話</td>
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<tr>
<td>Office Hours</td>
<td>09:00-12:00/Thurs</td>
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## 課程概述

How do you facilitate a good idea through proper or creative management and to fulfill both creative and commercial objectives? How to develop and sustain a creative enterprise? This course examines how a creative idea can be realized in a business context— from generating creative ideas, to organizing projects, and developing strategy for a sustaining creative enterprise.

This module is divided in three parts: The first part introduces the contexts of producing a creative product, which evolves in a complex web of different stakeholders who have different values, business logics and cultures. The second part examines the management issues from the bottom up, i.e. from the level of creative talent, projects, to firms, markets and the wider value networks and systems. The final part continues to examine the prospects and paradoxes of strategic planning for a sustaining creative enterprise. The course finishes with group presentations and feedback. The module is taught through lectures, seminars and case studies. On completion of this module students will be able to demonstrate 1) critical and analytical thinking capabilities of what defines a creative enterprise and its management styles/approaches 2) Improved business literacy about developing and sustaining a creative enterprise 3) Improved sense and seibilitytly of business and interpersonal communication skills in the creative and commercial contexts.

## Teaching Objectives

- To provide students from a range of backgrounds with a broad-based understanding of the organizational and management issues involved in the problem-solving process of a creative project.
- To develop students’ capacity for intellectual, creative and commercial enquiry, to encourage a dialogue between theory and practice, at an appropriate level, and to address the needs and complexity of contemporary industry environment.
- To enhance students’ awareness of specialist and transferable skills appropriate for creative and management practice, with an emphasis on collaborative working and critical, reflective and strategic thinking.
PART 1: Introduction: Contexts, Contrasts and Constraints

- Week 1: Course Introduction
- Week 2: Creativity and Creative Management
- Week 3: Design and Commerce: Principles, Values, and Conflicts
- Week 4: Design in the Bigger Picture: Concept, Perception and Culture

PART 2: Communication and Innovation

- Week 5: Creative Units and Corporate Structure
- Week 6: Creative Production Process
- Week 7: Creative Organization
- Week 8: Marketing and Branding
- Week 9: Creative enterprise and the Society
- Week 10: Create to Innovate: Specialization and Integration
- Week 11: Mid-term presentation
- Week 12: Finance and Intellectual Property
- Week 13: Paradoxes of Project, Portfolio and Process Management

PART 3: Sustaining a Creative Enterprise

- Week 14: From Profitable to sustainable
- Week 15: Strategy and Strategic Planning
- Week 16: Micro, Local and Global
- Week 17: Tutorials and Discussions
- Week 18: Group Final Presentation

參考書目


<table>
<thead>
<tr>
<th>Topic-specific journal articles will also be assigned throughout the term.</th>
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<tbody>
<tr>
<td>課程要求</td>
</tr>
<tr>
<td>• Lecture/Seminar Participation</td>
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<tr>
<td>• Assigned Readings/ Case Studies</td>
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<tr>
<td>• Group Presentation and Individual Written assignment</td>
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<tr>
<td>評量方式</td>
</tr>
<tr>
<td>• Attendance and Participation: 40%</td>
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<tr>
<td>• Group project/presentation/proposal 40%</td>
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<tr>
<td>• Individual written essay: 20%</td>
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<tr>
<td>課程網址</td>
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<td>助教資訊</td>
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<td>備註</td>
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Management of Creative Enterprises

CRITERIA OF ASSESSMENT

Ratio of Examination to Assessment

The course will be continually assessed on the basis of the attendance, participation, presentation and a specified number of written assignment(s). Tutors will use the following criteria as the basis for arriving at their assessment. The aim is to arrive at a balanced judgment of the quality of assignments, giving proper weight to key issues such as thoroughness of research and clarity of thought, without neglecting questions of style and presentation.

Criteria for Assessment of Course Assignments

In this course, apart from the group presentation, students are expected to complete an individual written assignment of a business plan. The submission dates for the term essay and other assignments will be announced in due course during the term. All assignments must be presented in English.

Essays: The following criteria apply to the assessment of the BP:

- Students should demonstrate in their written assignments that they have read, understood and engaged in appropriate research in order to respond to the topic they have chosen.
- Having completed their research, students should be able to demonstrate in their assignment a clear line of argument in response to the topic and with appropriate source material to illustrate or substantiate their ideas.
- In their BPs, students should demonstrate their ability to structure and organize their work effectively, to marshal their ideas and their evidence succinctly, and to present their thoughts in clearly expressed and grammatically correct language.
- BPs should be carefully proof-read to ensure that any obvious errors or typing mistakes are corrected.
- Students should ensure that they follow guidelines for producing the BPs. Permission should be obtained before any essay is submitted that is significantly shorter or longer than what is requested.

All assignments will be marked by the course tutor. Assignments will normally be marked and returned within 4 weeks of the submission date.

Group Presentation: The group presentation should cover the following headings:

- Strategic fit between the strength of business, proposed creative enterprise and marketing aims (10 points)
- Marketing activity (10 points)
- Awareness of competitors, customers, social, cultural, environmental, and regulatory contexts (10 points)
- Overall coherence and plausibility of the presentation (5 points)

The presentation can be given in any form, and creativity in delivering the presentation is encouraged. Each group has a maximum of 25 minutes. The presentation will be assessed by a panel of two professors. Please note that everybody in each group will receive the same score – it is therefore in your interest to ensure every individual makes an effective contribution to the team. However additional criteria, such as mutual assessment, will apply to the group presentation and tutors will take into account in giving the final marks.

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