### Syllabus

<table>
<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>開課學期</td>
<td>101 學年度第一學期</td>
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<tr>
<td>課程名稱</td>
<td>政策研究 Policy Studies</td>
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<tr>
<td>課程碼</td>
<td>PA60400</td>
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<tr>
<td>學分數</td>
<td>3</td>
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<tr>
<td>開課時間</td>
<td>Thursday 2~4</td>
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<tr>
<td>開課教師</td>
<td>楊佳翰 Yang, Chia-Han</td>
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<tr>
<td>Office hours</td>
<td>02:00-05:00 pm Tue; 02:00-05:00 pm Thurs</td>
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#### 課程概述

本課程目的在訓練學生掌握產業與政策分析的基本工具，熟悉相關理論與研究方法，進而發展出建構政策研究主題並執行的實務能力。課程中將以實際產業個案探討不同政策工具之效用，俾使學生理解各類政策於產業發展中的輔助角色，並認知各型產業的結構差異，在創意產業與其他產業的政策比較中，亦可進一步理解創意產業之發展特性與需求。課程內容將引導學生使用政策研究常用之質化量化決策工具，藉此進行創意產業個案的政策分析練習，培養未來產業決策過程中所需之思辨能力。

This course aims to build students’ fundamental understanding of industry and policy analysis. Some basic theory and methodology regarding current policy issues will be introduced, thereby developing the research capabilities of policy studies. The course will discuss the characteristics of each policy tool using real industry cases and explore the structural difference of each industrial sector. Students will also learn about the development type of creative industry based on these comparable studies. The final project of this course will lead students adopt the quantitative and qualitative decision-making tools to conduct a policy study in creative industry cases, thereby cultivating the necessary analytical skills of decision-making at national and industry level.

#### 教學目標

- 建立學生對政策研究基本概念與理論之認識。
- 培養學生對創意產業相關政策工具之分析能力。
- 熟悉政策研究中的質化與量化決策分析工具。
- 實際利用決策分析工具，針對創意產業進行政策研究。
- To build students’ fundamental concept and theoretical base of policy studies.
- To develop students’ analyzing capabilities of policy instruments in creative industry.
- To develop students’ skills of using quantitative and qualitative decision-making tools in policy studies.
- To conduct a policy study in selected creative industry using decision-making tools.
### PART 1: Pilot Analysis of Policy Studies

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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| 1    | 09/20 | - Course Introduction  
                      - What is Policy? |
| 2    | 09/27 | - Industry Analysis:  
                      - Industry Structure (Category)  
                      - Industry Evolution (Time)  
                      - Industry Cluster (Space)  
                      - *Industry Structure of Creative Industry?* |
| 3    | 10/04 | - Policy Examples in Economics  
                      - Category of Policy Tools:  
                      - Supply Side  
                      - Demand Side  
                      - Environmental Side  
                      - Data Collection  
                      - Supply Analysis  
                      - Demand Analysis  
                      - *Path-dependent Development in Creative Industry?* |

### PART 2: Case Discussion of Policy Tools and Its Applications in Creative Industry

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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| 4    | 10/11 | - Role of Institution  
                      - Advantages of Industry Cluster/Park  
                      - *Creative Industry Needs Cluster?*  
                      - *How Can the Institution Do for Creative Industry?* |
| 5    | 10/18 | - Industry-University Collaboration  
                      - Education and Manpower Policy  
                      - Technology Transfer (Bayh-Dole Act; Fundamental S&T Act)  
                      - *Role of University in Creative Industry?* |
| 6    | 10/25 | - Policy for Entrepreneur (Venture Capital, Incubator, Finance)  
                      - *Demand of New Start-ups in Creative Industry?* |
| 7    | 11/01 | - Legal Regulation  
                      - Taxation  
                      - Finance  
                      - IPR System  
                      - *Cultural & Creative Industry Development Act?* |
| 8    | 11/08 | - Trade Agreement & Barrier  
                      - Political Measure  
                      - Public Procurement  
                      - *Overseas Trade Promotion of Creative Goods?* |
| 9    | 11/15 | - Infrastructure |
- Policy in Demand
  - *Cultural Life and Market of Creative Industry?*

10  11/22
- View of Innovation System
- Design of Policy Innovation
  - *Role of Agency in Creative Sectoral Innovation System?*

11  11/29
- Case Presentation of Final Project

**PART 3: Methodology Practice of Policy Analysis**

12  12/06
- I. Qualitative Approach: Delphi

13  12/13
- II. Industry Foresight: Scenario Analysis, Forecasting, Roadmapping

14  12/20
- III. Classification of Policy Tools: Cluster Analysis

15  12/27
- IV. Policy Priority: AHP

16  01/03
- V. Network Analysis: DEMATEL

**PART 4: Discussion of Final Project**

17  01/10
- Preparation Tutorials

18  01/17
- Result Presentation of Final Project

**教材 Class Materials**

- Lesson Slides about Policy Studies and Methodology
- Selected Cases and Articles

**參考書目 References**


**評量方式 Grading**

- Attendance and participation: 30%
- Paper reading and presentation: 30%
- Final project (Case & result presentation): 40%
Criteria of Assessment

- **Attendance and participation: (30%) (The 1st~18th Week)**

  This course will begin in a group discussion of assignment each week. Please avoid being late. If no permission has been agreed, a penalty of 1% point for each day late will be deducted from the overall mark.

  This course will also lead you talk, discuss and do some practices in the class. The students will be assigned some brief homework to survey each week. These assignments are about some definition, current development, and trend of policy issues we plan to discuss next week. The discussion of assignment will be a part of participation grades, and other discussions or feedbacks regarding our selected cases, articles and classmates’ presentation in the class are also encouraged. These active attendance and participation will make you get higher in this 30% mark.

- **Paper reading and presentation: (30%) (The 3rd~10th Week; The 12th~16th Week)**

  This course will select related research papers and articles in PART 2 & 3 section. Each student will take turn in group to present these assignments individually and need to participate in the discussion after other classmates’ presentation in these 13 weeks. These readings are about the studies of policy issues and their research methodologies.

- **Final project: (40%) (The 11th Week & 18th Week)**

  Each group needs to select one of creative industries as your research target, and introduce this industry by group presentation on the 11th week (The structure will be explained in the class). After the studies in PART 3 section, each group needs to conduct a policy analysis in this industry using some of these methodologies. The final presentation is on the 18th week. Each group needs to present your research results and propose some comments on other group’s (industry) presentations and findings.