### Overview

This course aims to build students’ fundamental concept of corporate innovation model. Some innovation management theories and their implications in current industry and business will be introduced, thereby developing the analytical capabilities of innovation studies. The course will discuss the context of innovation theory and model using real company cases including manufacturing-based, service-based, online-based, culture & creativity-based and China-based business, and explore the structural difference of each industrial sector. Based on the comparable discussion, students will learn about the appropriate innovation pattern and business model of creative industry. The final project of this course will lead students adopt the quantitative and qualitative decision-making tools to conduct a innovation management study using creative business cases, thereby developing the necessary analytical skills of innovation planning and business model analysis.

### Objectives

- To build students’ fundamental understanding and theoretical base of corporate innovation.
- To develop students’ analyzing capabilities of innovation management in creative industry.
- To develop students’ skills of using quantitative and qualitative decision-making tools in innovation planning and business model analysis.
- To conduct a innovation study in selected creative industry using decision-making tools.
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<th>Week</th>
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| 1    | 02/21   | • Course Introduction  
• Boundary of Idea/Discovery/Creativity/Invention/Innovation  
• Concept of Corporate Innovation  
  • Cases of Corporate Innovation Mode  
  • Introduction of Innovation Theory |
| 2    | 02/28   | **228 Memorial Day (Day off)**                                        |
| 3    | 03/07   | • Evolution of Innovation Management  
• Research Category of Innovation Management  
• Case Presentation  
  • Manufacturing-based  
  • Service-based  
  • CCI-based  
  • Internet-based  
  • China-based |
| 4    | 03/14   | • Typology of Innovation Model  
  • Incremental / Radical  
  • Architectural / Component  
  • Product, Market, Organization, Service, Business Model  
  • *Case Implications* |
| 5    | 03/21   | • Profiting from Innovation  
• Innovation Life Cycle and Dominated Design  
• *Case Implications* |
| 6    | 03/28   | • Source of Innovation  
• Dilemma of Innovation (Disruptive Innovation)  
• *Case Implications* |
| 7    | 04/04   | **Children’s Day (Day off)**                                          |
| 8    | 04/11   | • Open Innovation Model  
• Diffusion of Innovation  
• *Case Implications* |
| 9    | 04/18   | • Protection and Commercialization of Innovation  
• Innovation and Entrepreneurship, Entry Barrier, *1st* Mover Advantages  
• *Case Implications* |
| 10   | 04/25   | • Innovation Team Management  
• Value Chain and Business Model Design  
• *Case Implications* |
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|   | 05/04 | E-commerce and Innovation  
|   |   | Case Implications  
| 12 | 05/09 | Design Thinking and Innovation  
|   |   | Type of Service Innovation  
|   |   | Case Implications  

**PART 3: Discussion of Final Paper / Project**

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|   | 05/16 | Introduction of Decision Making Method (AHP, Cluster, DEMATEL)  
| 14 | 05/23 | 2013 ICPD Forum: Creative Design for Smart Living  
| 15 | 05/30 | Selection of Research Question about Innovation Studies  
| 16 | 06/06 | Research Structure Framing (1)  
| 17 | 06/13 | Research Structure Framing (2)  
| 18 | 06/20 | Final Presentation of Research Proposal (Ph.D student)  
|   |   | Final Presentation of Business Proposal (Master student)  

**Class Materials**

- Lesson Slides about Corporate Innovation Studies and Methodology  
- Selected Cases and Articles  

**References**


**Grading**

- Attendance and participation (article and case discussion): 30%  
- Paper reading and presentation: 30%  
- Final project (research or business proposal): 30%  
- Innovation memo recording: 10%