

# 國立交通大學管理學院

## 創業與創新管理跨域學程實施要點(草案)

107年5月21日校課程委員會通過  
107年6月21日106學年度第4次教務會議核備通過  
107年9月27日創業與創新管理跨域學程工作小組修訂  
107年10月22日創業與創新管理跨域學程工作小組修訂

- 一、國立交通大學管理學院(以下簡稱本院)為培養學生創業與創新管理之跨領域知能,推動校園創新創業,並協助學生在畢業學分不增加(或僅少量增加)情況下,拓展第二專長,依據國立交通大學跨域學程實施辦法,成立「創業與創新管理跨域學程」(以下簡稱本學程),並訂定「創業與創新管理跨域學程實施要點」(以下簡稱本要點)。
- I. In order to provide the opportunity for students to proceed cross-disciplinary learning, encourage students to conduct cross-disciplinary study without increasing graduate credits (or only a few extra credits), and assist students to expand second specialty, National Chiao Tung University College of Management (hereinafter referred to as the College) established Venture & Innovation Management Cross-Disciplinary Program (hereinafter referred to as the VIP Program) and prescribed Venture & Innovation Management Cross-Disciplinary Program Implementation Guidelines (hereinafter referred to as the Guidelines) based on NCTU Cross-Disciplinary Program Implementation Regulations.
- 二、學生修習跨域學程,其課程將包含所屬學系的跨域學程模組課程以及第二專長的跨域學程模組課程,並可於畢業證書上加註第二專長模組課程為跨域專長。第二專長的跨域學程模組課程包含該領域基礎核心知識,總學分數原則為30學分(最低可為28學分,最高不可超過32學分)。
- II. The students that take the cross-disciplinary program including the cross-disciplinary program module curriculum of the department they belong to as well as the cross-disciplinary program module curriculum from the second specialty department, could remark “Cross-Disciplinary Specialty” on the diploma. The cross-disciplinary program module curriculum from the second specialty department includes the core knowledge curriculum of the field. The total credits required are in general 30 credits (minimum 28 credits and no more than 32 credits).
- 三、本學程設置工作小組,由本院院長擔任召集人,本校教學發展中心主任、產學運籌中心主任、及本院企業管理碩士學位學程(以下簡稱GMBA)主任擔任工作小組成員,共同規劃與審議本學程相關事宜。本學程由GMBA執行各項業務之推動,並指定一位本院專任教師,結合本院及院外的跨域學程導師組成導師群,專責輔導本跨域學程的學生,並與產學運籌中心合作推動校園創業。
- III. The VIP Program is administered by the Committee chaired by the Dean of the College. The committee members include the Director of Center of Teaching and Learning Development, the Director of Center for Academia and Industry Collaboration and the Director of Global MBA Program (hereinafter referred to as GMBA). The Committee plans and reviews the relevant issues for the VIP Program. GMBA executes the associated plans and tasks of the VIP program and assigns one of the College faculty members to form up a mentor group with teachers of cross-disciplinary program at other or the College to consult the VIP Program students. The Committee will also work with Center for Academia and Industry Collaboration to promote campus entrepreneurship.
- 四、本要點實施對象
1. 凡本校104學年度(含)之後入學之學士班學生均適用本要點。
  2. 學生選擇本學程為其跨域專長者:
    - (1) 得於每學年度公告申請期限內向其所屬學系(以下簡稱原系)提出申請,通過原系以及本院的雙邊審查後,方可進入跨域學程。
    - (2) 學生所須修畢之課程包含:校必修(含共同必修28學分),原系基礎必修課程,原系跨域模組課程,以及列示於本要點附件「創業與創新管理跨域學程必選修科目表」的模組

課程。畢業學分以 128 學分為原則，並於畢業證書原系名稱後加註「創業與創新管理」為其跨域專長。

IV. Implementation Objects of the Guidelines:

1. The Implementation Guidelines are for NCTU undergraduate students admitted from the academic year 2015.
2. For students who would like to study for the VIP Program as their cross-disciplinary specialty:
  - (1) They could submit the application to the department that they belong to within the dates of annual announcements by faculty, they could only take the cross-disciplinary program after approved by both their original department and the College.
  - (2) Student should have completed the following courses, including required courses of the university (including 28 credits of general education subjects), core curriculum at their original department, cross-disciplinary module curriculum at their original department, and the module curriculum listed on “The Required Course List for the students study cross-disciplinary module curriculum in Venture & Innovation Management Program”. Student should have at least 128 graduate credits. The “Venture & Innovation Management Program” will be remarked as their cross-disciplinary specialty after the title of their original department on the diploma.

五、為鼓勵不同系所或學院合作提出跨域共授課程，兩位以上教師開授跨領域之創新整合式課程，得依本校教師授課鐘點核計原則第 9 條第 6 款規定，教師的授課鐘點數可按到場時數計，但以開課前該門課程實際簽呈為依據。

V. In order to encourage different departments or colleges working together for the proposal of cross-disciplinary curriculum, the number of teaching hours for the innovating integrated curriculum offered by more than two teachers could be calculated by the actual time of teaching according to Subparagraph 6, Article 9 of National Chiao Tung University Teaching Hours Accounting Principle; however, it will be in accordance with the official approval of the curriculum before the course starts.

六、本要點如有未盡事宜，悉依本校相關規定辦理。

VI. If there is any unaccomplished matter of the Guidelines, it shall be handled in accordance with the school constitution of our university as well as other relevant regulations.

七、本要點（包含附件之必選修科目表）經院、校級課程委員會通過並提教務會議核備後實施，修訂時亦同。

VII. The Guidelines (including the required course list attached) is approved by college and university level and then submitted to the Council of Academic Affairs for approval-for-reference before putting it into practice; the same shall be done upon any amendment thereto.

創業與創新管理跨域學程必選修科目表

類別 Category	選別 Type	開課單位 Department	永久課號 Permanent Course ID	課程名稱 Course Name	學分數 Credit	備註 Remark
本院跨域模組課程 (30學分)	必修 Required (21學分)	管理學院 基礎必修課程	管理學院 College of Management	DOM1040	統計學(一) Statistics (I)	3
			管理學院 College of Management	DOM1030	會計學(一) Accounting (I)	3
			管理學院 College of Management	DOM1001	經濟學(一) Economics (I)	3
			管理學院 College of Management	DOM1010	管理學 Management	3
		管院管理基礎課程	管科系 Department of management science	DOM1049	行銷學 Principles of Marketing	3
			創業與創新管理特色課程	企業管理碩士學位學程 Global Master of Business Administration	IOM5515	創業與興業家精神 Entrepreneurs and Entrepreneurship
		企業管理碩士學位學程 Global Master of Business Administration		IOM5012 / IOM5014	創業與創新實作專案(I) Foundations of Management and Entrepreneurship (I) / 創業與創新實作專案(II) Foundations of Management and Entrepreneurship (II)	3

選修 Elective (右列課程 任選 9 學 分，惟須先 經學程主任 同意)	工業工程與管理學 系 Industrial Engineering and Management	IEM5242	新產品設計與開發 New Product Design	3	
	管理科學系碩士在 職班 Department of Management Science	IMS2345	新產品開發與設計 New Product Design and Development	3	
	科技管理研究所 Institute of Management of Technology	ITM5151	創業與籌資 Entrepreneurship and New Venture Funding	3	
	資訊管理研究所 Institute of Information Management	IIM5370	創業與創新行銷 Entrepreneurial Marketing	3	
	管理科學系 Department of Management Science	IMS5299	願景領導與創業創新 Visionary Leadership and Entrepreneurship Innovation	3	
	科技管理研究所 Institute of Management of Technology	ITM5160	創新與網路創業 Innovation and Internet Entrepreneurship	3	
	管理科學系 Department of Management Science	IMS2323	創新與技術移轉 Innovation and Technology Transfer	3	
	財務金融研究所 Institute of Finance	IOF5115	創業與籌資 Venture Capital	3	

	科技管理研究所 Institute of Management of Technology	ITM5161	創意與創新管理 Creativity and Innovation Management	3	
	科技管理研究所 Institute of Management of Technology	ITM5174	社會創業 Social Entrepreneurship	3	
	科技管理研究所 Institute of Management of Technology	ITM5158	創業與新產品開發 Entrepreneurship and New Product Development	3	
	科技管理研究所 Institute of Management of Technology	ITM5188	物聯網產業前瞻分析 Foresight of IOT industries	3	
	企業管理碩士學位學程 Global Master of Business Administration	MBA5022	企業成長與併購 Business Growth and Merger & Acquisition	3	
	科技管理研究所 Institute of Management of Technology	ITM5197	新興科技創新管理 Emerging Technology and Innovation Management	3	
	管理科學系 Department of Management Science	IMS2353	創業管理:新創事業開發 Entrepreneurship: New Venture Creation	3	
	管理科學系 Department of Management Science	IMS5544	行銷管理 Marketing Management	3	

	科技管理研究所 Institute of Management of Technology	ITM5177	智慧財產權管理 Intellectual Property Management	3	
	科技管理研究所 Institute of Management of Technology	ITM5203	生技醫藥產業創新與創業 Innovation and Entrepreneurship in Biotechnology & Biomedical Industries	3	
	運輸科技與管理學系 Department of Transportation & Logistics Management	ITS5131	運輸安全 Transportation Safety	3	
	運輸科技與管理學系 Department of Transportation & Logistics Management	DTM3111	運輸專案規劃與評估 Planning and Evaluation for Transportation Projects	3	
	科技管理研究所 Department of Management Science	ITM5221	專利與創新策略 Patent and Innovation Strategy	3	
	管理科學系 Department of Management Science	IMS2333	網路社群經營策略 Strategic management of Social Media	3	
	管理科學系 Department of Management Science	IMS2319	自我領導 Strategic management of Social Media	3	
	科技管理研究所 Department of Management Science	ITM5220	科技管理文獻評析 Literature Analysis on Technology Management	3	
	資訊管理與財務金融系 Department of Information	DOM1047	財務管理 Financial Management	3	

	Management and Finance				
	科技管理研究所 Department of Management Science		科技創新與智財管理 Technological Innovation and Strategic Management of Intellectual Property	3	
	科技管理研究所 Department of Management Science	ITM5131	科技策略與創新 Technology Strategy and Innovation	3	
	科技管理研究所 Department of Management Science		基礎專利分析與技術預測 Fundamentals of Patent Analytics and Technological Forecast	3	
	科技管理研究所 Department of Management Science		高科技產業發展策略 Development Strategy for High-Tech Industry	3	
	總學分			30	跨域模組課程與本院學生本系應修課程及學分重複者，由選修課程學分補足。