

國立陽明交通大學遠距教學課程－教學計畫大綱  
The Teaching Plan for Distance Learning Courses of National Yang Ming Chiao  
Tung University

填表說明：

Description:

1. 開授遠距教學課程，應由開課單位擬具教學計畫，依課程規劃及研議程序辦理，經教務相關之校級會議通過後實施；本教學計畫大綱會上傳至教育部「大學校院課程網」。

The teaching plan for a distance learning course should be made by the course provider, based on the curriculum plan and study procedures, and then be submitted to a university-level meeting related to academic affairs for approval before the course can be conducted. It will be uploaded to the "University Curriculum Website" of the Ministry of Education.

2. 同一教師不得針對課程名稱或性質相近之課程再次申請授課時數加計。

Teachers are not allowed to apply for additional teaching hours again using their courses with similar titles or natures.

開課期間：\_\_\_\_\_113\_\_\_\_\_學年度 第\_\_2\_\_學期

Course Period: \_\_\_\_\_Semester of Academic Year \_\_\_\_\_

➤ 首次開設之「遠距課程」：是(請續勾選下題一或題二) 否(以下免勾選)

Offering the "Distance course" for the first time:

Yes (please check the boxes in Table 1 or 2 below) No (no need to check the following boxes)

➤ 請教師先確認本次申請加計 1.5 倍之課程 是 否 為「課程名稱」或「性質相近」之課程

(不申請加計 1.5 倍者免填)

Please confirm that the course for which you are applying for 1.5 times teaching hours this time is a course of the same "course name" or of "similar nature" (yes or no)

(if not applicable, there's no need to check the boxes below)

1、此為上或下學期首次開設遠距課程，是否要申請加計授課時數 1.5 倍：要申請 不申請

This is the first time you're offering a distance course in the first or second semester. Do you need to apply for 1.5 times teaching hours: Yes No

2、此為暑期首次開設遠距課程，是否要申請加計授課時數 1.5 倍：(非暑期課程免填)

This is the first time you're offering a distance course in the summer term. Do you need to apply for 1.5 times teaching hours: (if not applicable, there's no need to check a box below)

要申請(不支領暑期授課鐘點費，改列計為次學年授課時數加計 1.5 倍)

Yes ( I don't want to get paid for the summer course. Instead, I'd like to have it credited to the teaching hours in the following academic year.)

不申請

No

壹、課程基本資料 (有包含者請於□打✓)

1. Basic information (Check a box if applicable)

1	課程名稱 Course name	智慧財產權管理實務
2	課程英文名稱 Course name in English	Intellectual Property Management and The Practice
3	永久課號 Permanent Course ID	MGMT30037
4	當期課號 Course Number	537809
5	教學型態 Teaching style  *本校遠距教學課程定義： *NYCU's definition of a distance learning course: (1) 係指本校修課學生皆以遠距線上方式進行學習之課程。 A courses that is delivered remotely, meaning that students receive instruction online. (2) 遠距(同步及非同步)授課時數超過總授課時數二分之一。 A course in which distance learning sessions (synchronous and asynchronous) account for more than half of its total teaching hours.	<input checked="" type="checkbox"/> 非同步遠距課程 Asynchronous distance course <input checked="" type="checkbox"/> 同步遠距課程 Synchronous distance course 請填列本校課程主播而外校收播之校名與系所：(無則免填) If the course is broadcast by NYCU while received by other university, please fill in its name and department: (if not applicable, leave it blank) 外校名稱:國立政治大學 外校系所: 科技管理與智慧財產研究所 Name of the other university: _____ Name of the department: _____ *與國外學校有合作遠距課程，請填列(無則免填)： Please list the cooperative distance courses you're having with a foreign university (if not applicable, leave it blank): 國外合作學校與系所名稱: _____ Name of the foreign university and its department : _____ <input type="checkbox"/> 國內主播 Course offered and broadcast by NYCU <input type="checkbox"/> 境外專班 Overseas Master Degree Program offered by NYCU <input type="checkbox"/> 雙聯學制 Dual Degree Program <input type="checkbox"/> 其他 Others
6	授課教師姓名及職稱 Name and position of the teacher	(1) 姓名 Name：陳詩欣 (2) 職稱 Position：副教授  (1) 姓名 Name：陳永平 (2) 職稱 Position：特聘教授
7	開課單位名稱(或所屬學院及科系所名稱) Name of the course provider (or the college and department)	主開系所 Main department offering the course：科技管理研究所 輔開系所 Department(s) offering assistance: 科技管理跨域學程、VIP 跨域學程

8	課程學制 Course structure	<input checked="" type="checkbox"/> 學士班 Bachelor's Degree Program <input checked="" type="checkbox"/> 碩士班 Master's Degree Program <input type="checkbox"/> 碩士在職專班 In-service Master's Program <input checked="" type="checkbox"/> 博士班 PhD Program <input type="checkbox"/> 學位學程 ( <input type="checkbox"/> 四年制 <input type="checkbox"/> 碩士班 <input type="checkbox"/> 博士班 ) Degree program ( <input type="checkbox"/> 4-year program <input type="checkbox"/> Master's program <input type="checkbox"/> PhD Program ) <input type="checkbox"/> 學分學程 Credit program
9	科目類別 Subject Type	<input type="checkbox"/> 共同科目 Common Subject <input checked="" type="checkbox"/> 通識科目 General Education Subject <input type="checkbox"/> 校定科目 NYCU-determined Subject <input checked="" type="checkbox"/> 專業科目 Professional Subject <input type="checkbox"/> 教育科目 Educational Subject <input checked="" type="checkbox"/> 其他 Others (科管跨域、VIP 跨域必修科目)
10	選課別 Course Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective <input type="checkbox"/> 其他 Others
11	學分數 No. of Credits	3
12	每週上課時數 No. of teaching hours per week	<p>3</p> <p>*每週上課時數：同步遠距課程請填入每週「面授」及「同步」之合計上課時數。若無法界定每週時數，填入每週平均時數（即學期總「面授」+「同步」時數除以總課程週數）；非同步遠距教學，請填平均每週非同步授課時數。</p> <p>*Teaching hours per week: For synchronous distance learning, please fill in the total hours of "face-to-face" and "synchronous" teaching sessions per week. If the teaching hours cannot be calculated, just fill in the average number of hours per week (total hours of "face-to-face" + "synchronous" sessions divided by the total number of the course weeks); for asynchronous distance learning, please fill in the hours of asynchronous teaching sessions per week.</p>
13	開課班級數 No. of classes	1
14	預計總修課人數 Expected No. of students taking the course	40 人
15	全英語教學 Course taught in English only	<input type="checkbox"/> 是 Yes <input checked="" type="checkbox"/> 否 No
16	課程平臺網址（非同步教學必填） Course platform website (required for asynchronous teaching)	<input checked="" type="checkbox"/> E3 非同步遠距教學 E3 Asynchronous distance learning course <input type="checkbox"/> E3 同步遠距教學 E3 Synchronous distance learning course <input type="checkbox"/> E3&CS100 教室(同步) E3 & CS100 classroom (synchronous) <input checked="" type="checkbox"/> 其他 Others：google meet 同步教學

貳、課程教學計畫  
2. The Teaching Plan

1.	<p>教學目標 Teaching objectives</p>	<p>本課程為中文授課，廣泛介紹智慧財產權在更層面的管理意涵，包含專利、商標、著作權、營業秘密，並綜合討論各種技術保護措施之間的策略選擇。本課程將簡單的電機科技製作教材、專利檢索佈局、設計思考流程、商業模式創新等納入工作坊中，使同學能在了解基礎操作原理後，學習專利檢索佈局以了解新興科技創新應用、產業現況與發展趨勢。透過案例討論，瞭解企業智慧財產權管理策略，上課方式包含講授、外賓演講、參訪、講座、桌遊、工作坊、及哈佛管理個案討論。</p>																																											
2.	<p>適合修習對象 Target students</p>	<p>本課程對先修課程不特別要求，僅需對科技管理有興趣。</p>																																											
3.	<p>課程內容大綱 Course outline</p>	<p>(請填寫每週次的授課內容及授課方式；授課方式請填時數) (please fill in course contents and teaching method for each week; fill in number of teaching hours for the teaching methods)</p> <table border="1" data-bbox="485 801 1474 2114"> <thead> <tr> <th rowspan="3">週次 Week</th> <th rowspan="3">授課內容 Contents of the course</th> <th colspan="3">授課方式及時數 Teaching methods and hours (請填時數，無則免填) (fill in the number of hours, leave it blank if you don't have anything to include)</th> </tr> <tr> <th rowspan="2">面授 Face-to-face teaching</th> <th colspan="2">遠距教學 Distance learning</th> </tr> <tr> <th>非同步 Asynchronous</th> <th>同步 Synchronous</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>課程簡介 Introduction</td> <td>3</td> <td></td> <td>√</td> </tr> <tr> <td>2</td> <td>智慧財產權管理概論 Intellectual Property Rights Management</td> <td></td> <td>3</td> <td></td> </tr> <tr> <td>3</td> <td>專利檢索與分析概論 Patent Search &amp; Analysis</td> <td></td> <td></td> <td>3</td> </tr> <tr> <td>4</td> <td>機器人與人工智慧系統 Robotic and Artificial Intelligent Systems</td> <td>3</td> <td></td> <td>√</td> </tr> <tr> <td>5</td> <td>實作工作坊： 超音波測距儀 Electrical Technology Workshop</td> <td>3</td> <td></td> <td>√</td> </tr> <tr> <td>6</td> <td>實作工作坊：</td> <td>3</td> <td></td> <td>√</td> </tr> </tbody> </table>				週次 Week	授課內容 Contents of the course	授課方式及時數 Teaching methods and hours (請填時數，無則免填) (fill in the number of hours, leave it blank if you don't have anything to include)			面授 Face-to-face teaching	遠距教學 Distance learning		非同步 Asynchronous	同步 Synchronous	1	課程簡介 Introduction	3		√	2	智慧財產權管理概論 Intellectual Property Rights Management		3		3	專利檢索與分析概論 Patent Search & Analysis			3	4	機器人與人工智慧系統 Robotic and Artificial Intelligent Systems	3		√	5	實作工作坊： 超音波測距儀 Electrical Technology Workshop	3		√	6	實作工作坊：	3		√
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			紅外線魔法棒 Electrical Technology Workshop			
		7	專利商標檢 索 工作坊 Patent and trademark Search& Analysis Workshop			3
		8	期中報告：專 利商標檢 索競 賽 Midterm report			3
		9	智財管理模 擬 工作坊：特 斯 拉與愛迪 生 的 專 利 佈 局 競 爭 策 略 Board Game Workshop : Tesla & Edison	3		v
		10	外賓演講1：專 利申請與智財 管理實務 Guest Lecture 1: Patent Application & IP Management			3
		11	個案討論1：專 利策略與品牌 經營 HBS Case1: Patenting Deployment & Branding Strategy			3
		12	個案討論2：智 財管理策略選 擇 HBS Case2: Patent, Trade Secret, or Publication			3
		13	個案討論3：專 利商標與品牌			3

			<p>經營 HBS Case3: Patenting Deployment &amp; Branding Strategy</p>			
		14	<p>個案討論4：數 位轉型與著作 權演進 HBS Case4: Digital Transformation &amp; Copyright</p>			3
		15	<p>外賓演講2：新 創公司智財管 理實務 Gest lecture2: Intellectual Property Management</p>		3	
		16	<p>課程總結 Conclusion &amp; Celebration</p>			3
4.	教學方式 Teaching methods	<p>(有包含者請打，可複選) (Check a box if applicable; select one or more answer choices)</p> <p><input checked="" type="checkbox"/> (1) 提供線上課程主要及補充教材 Main and supplementary teaching materials are provided for online courses</p> <p><input checked="" type="checkbox"/> (2) 有線上教師或線上助教 Online teachers or teaching assistants are available.</p> <p><input checked="" type="checkbox"/> (3) 提供線上非同步教學，次數：__2__次，總時數：__6__小時 Online asynchronous teaching sessions are provided: ____ time(s), with a total of ____ hour</p> <p><input checked="" type="checkbox"/> (4) 提供面授教學，次數：__5__次，總時數：__15__小時 Face-to-face teaching is provided: ____time(s), with a total of ____ hours</p> <p><input checked="" type="checkbox"/> (5) 提供線上同步教學，次數：__9__次，總時數：__27__小時 Online synchronous teaching sessions are provided: ____time(s), with a total of ____ hours</p> <p>(6) 其它：(請說明) Other options (Details here):</p>				
5.	教科書及參考書資料 Textbooks and reference materials	<p>1. 教科書 Textbooks :</p> <p>(1) John R. Bessant, Joe Tidd (2015) Innovation and Entrepreneurship, 3rd Edition</p> <p>(2) Melissa A. Schilling (2019), Strategic Management of Technological Innovation, McGraw-Hill.</p> <p>(3) 李亭林譯，科技創新管理(第六版) 2020年，華泰文化</p> <p>(4) 胡次熙譯，創業管理(第四版) 2018年，滄海圖書</p> <p>2. 講義 Handouts :</p>				

		3. 參考資料 Reference materials: 4. 相關網站 Related websites :
6.	於 E3 系統所提供的學習活動 Learning activities offered by the E3 system	請勾選以下會使用之 E3 功能 Please check the E3 features that you will use <input checked="" type="checkbox"/> 最新消息發佈、瀏覽 Releasing and browsing the latest news <input checked="" type="checkbox"/> 教材內容設計、觀看、下載 Designing, viewing or downloading the contents of teaching materials <input checked="" type="checkbox"/> 成績系統管理及查詢 Managing and inquiring the system that keeps track of student grades <input checked="" type="checkbox"/> 進行線上測驗、發佈 Conducting or releasing an online test <input checked="" type="checkbox"/> 學習資訊 Gaining access to learning information <input checked="" type="checkbox"/> 互動式學習設計(聊天室或討論區) Designing interactive learning (through a chat room or discussion forum) <input checked="" type="checkbox"/> 各種教學活動之功能呈現 Presenting the benefits of all teaching activities <input type="checkbox"/> 其他相關功能(請說明) Other features (Details here)
7.	師生互動討論方式 How teacher-student discussion is conducted	<input checked="" type="checkbox"/> 線上討論 Online discussion: 請先來信預約 <input checked="" type="checkbox"/> 面談 Face-to-face discussion: 請先來信預約 <input type="checkbox"/> 其他 Others:
8.	作業繳交方式 How assignments are submitted	(有包含者請打, 可複選) (Check a box if applicable; select one or more answer choices) <input checked="" type="checkbox"/> (1) 提供線上說明作業內容 Offering online instructions on how assignments should be done <input type="checkbox"/> (2) 線上即時作業填答 Allowing students to complete online assignments in real time <input checked="" type="checkbox"/> (3) 作業檔案上傳及下載 Allowing students to upload and download assignments <input type="checkbox"/> (4) 線上測驗 Providing online tests <input type="checkbox"/> (5) 成績查詢 Allowing grade inquiry <input type="checkbox"/> (6) 其他做法(請說明) Others (Details here):
9.	成績評量方式 How performance is evaluated	(1) 考試方式 How tests are conducted: 本課程不考試 (2) 考評項目其所佔總分比率 Evaluation items, with their percentage of the total score: 期中報告(30%)、課程參與(20%)、期末報告(30%)、小組互評(20%)
10.	上課注意事項 Other classroom rules	
<p>請注意：教師授課使用之教材，不得非法重製，並應遵守著作財產權之相關規定，如有涉及犯罪或侵權行為應負相關法律責任。建議老師參考主管機關之教師授課著作權錦囊(連結經濟部智慧財產局) <a href="https://topic.tipo.gov.tw/copyright-tw/cp-415-855924-5dd9b-301.html">https://topic.tipo.gov.tw/copyright-tw/cp-415-855924-5dd9b-301.html</a></p> <p>Notice: Teaching materials should never be reproduced illegally and should meet the requirements for copyright protection. Copyright infringers will be held accountable legally. Teachers are advised to read Tips on Copyright for Teachers (Here is a link to the website of the Intellectual Property Office, MOEA) <a href="https://topic.tipo.gov.tw/copyright-tw/cp-415-855924-5dd9b-301.html">https://topic.tipo.gov.tw/copyright-tw/cp-415-855924-5dd9b-301.html</a></p>		

申請教師簽章：\_\_\_\_\_ 

Signature of applicant:

開課單位主管簽章：\_\_\_\_\_ 

Signature of head of course provider: