Introduction to the College of Commerce

The College of Commerce, National Chengchi University was established in 1958, and leads Taiwan in the development of advanced business administration programs with the best teachers and rigorous teaching and research spirit. It has cultivated elite talent for academic research and business administration with an equal emphasis on theory and practice, and has made significant contribution to the rapid development and transformation of Taiwan economy and society. The College of Commerce currently has eight departments and an independent graduate institute, three professional MBA programs and 16 college-level research centers. Key directions for future development include “FinTech and Innovation,” “Innovation, Entrepreneurship, and Organizational Innovation,” “Corporate Social Responsibility, Business Ethics, and Sustainable Development” and “IoT, Supply Chain, and e-Commerce Integration.”

Elite Teachers

The College of Commerce currently has 151 full-time teachers, 90% of which have a Ph.D.. from a world class university. The outstanding research and academic performance of elite teachers have allowed numerous teachers to win academic research awards from the Ministry of Education (MOE) and the Ministry of Science and Technology (MOST), and hold important positions, such as the convener of a business related field under the MOST, or the editor-in-chief, vice editor-in-chief, and editor of a specific field, for TSSCI journals. Furthermore, many professors serve crucial roles in industry and government, including government officials, consultants, or committee members and company supervisors or directors.

Distinguished Alumni

Thanks to the rigorous professional training and cultivation by the College of Commerce, as well as the extraordinary performance of alumni in their professions, alumni of the College of Commerce have significant influence in industry, government, and academia. As a result, domestic industry has had a preference for graduates from the College of Commerce, including Chou Chun-Chi, Chairperson of Sinyi Realty Inc., Samuel Yin, Chairperson of Ruentex Financial Group, Song Wen-Chi, Former Chairperson of Taipei 101, Lin Hsin-I, Former Vice Premier, Lin I-Fu, Yin Chi-Ming, and Ho Mei-Yieh, Former Ministers of Economic Affairs, and Cheng Ting-Wang, Wu Si-Hua, and Edward Chow, Former Presidents of National Chengchi University are all alumni of the College of Commerce.

International Certification and Recognition

The College of Commerce, NCCU is the only college of commerce in Taiwan to pass all three international accreditations - AACSB, EUQIS, and AACSB Accounting. Only seven colleges of commerce worldwide have pass all three accreditations. This shows that the quality, learning resources, international development, and corporate cooperation of the College of Commerce, NCCU has widely gained international recognition. The College of Commerce became the 65th member of the Partnership in International Management (PIM) in October 2018. Members of the PIM include Cornell University Samuel Curtis Johnson Graduate School of Management, Imperial College Business, and National University of Singapore Business School, symbolizing that the level of internationalization at the College of Commerce, NCCU is on par with top tier colleges of commerce around the world.

Talent Cultivation and Industry-Academia Collaboration Project

The College of Commerce, NCCU closely works with the industrial sector and maintains good and close relationships with major corporations. This not only helps broaden students' horizons, but also gives them an opportunity to apply what they learned in practice. It utilizes industry resources in course design, so that courses are closer to practice, or transforms a company's experience into a case study, which helps improve teaching quality. Teachers can also apply the case studies in their research to create greater academic capabilities.

To increase the depth of industry-academia collaboration, the College of Commerce established the [Cross Elite Company Platform] in 2015. Linking together benchmark enterprises in different industries around Taiwan through a membership. The "Horizon Broadening Forum" held each quarter gives teachers and students an opportunity to engage in in-depth interactions with the industrial sector, so that students will have a better grasp of corporate practices, while building a stronger partnership between the College of Commerce, NCCU and different companies.

Innovation in Teaching

The College of Commerce adopted the assurance of learning (AOL) assessment method in coordination with the Association to Advance Collegiate Schools of Business (AACSB), in order to maintain elite levels of the international accreditation. The College strengthens students' core competencies, knowledge, and skills to ensure the learning effectiveness and quality assurance of higher education.

The College of Commerce, NCCU is always been a pioneer in the case study teaching method in Taiwan. It began to actively promote participatory teaching in 2005, and has selected over 50 seed instructors to participate in the Global Colloquium on Participant-Centered Learning (GloColl) in Harvard Business School. The College is promoting participatory teaching in courses, and hopes to inspire more creative ideas and diverse perspectives through active teacher-student interactions in class.

To train bilingual students with an expertise in international business administration, the College of Commerce, NCCU offered the first English Taught Program (ETP) in Taiwan in 2000. In response to trends and society's needs, the College offered numerous programs, such as the Supply Chain Management Credit Program, Big Data Analysis Program, and FinTech Expertise Program, to help cultivate experts in different fields for society.

International Exchange

The College of Commerce, NCCU has exerted great efforts in different aspects of internationalization, and established the Office of International Affairs in 1999 to actively promote international cooperation and exchange. At present, the College has 139 sister schools and recommends or is recommended over 500 exchange students from foreign universities every year. The College launched five dual degree programs with Purdue University in 2019, including IMBA, MBA, master's programs of the Department of Accounting and Department of Management Information Systems, and the Department of Finance.

The College is also actively promoting international academic exchange, and co-organizes international conferences with renowned universities in the Asia-Pacific, such as the Chinese University of Hong Kong and Nanyang Technological University. The College is also frequently visited by famous professors and journal editors from overseas. The College began co-organizing the "Cross-Strait Business School Academic Forum" with Sun Yat-Sen Business School, Renmin Business School, and Xiamen University School of Management in 2018. The four schools take turns hosting the forum, which will benefit long-term partnerships between the College and international academic institutions.

Introduction to the Graduate Institute of Technology, Innovation & Intellectual Property Management

A. History

“Constant innovation” is the key for business success and the foundation for sustainable management. It requires the integration of knowledge from different fields, including management, technology, and law, in order to make breakthroughs and create a unique competitive advantage. However, the innovation and transfer of knowledge in the three fields above separately carried out in three different colleges in Taiwan, unable to communicate, integrate, and transfer knowledge and skills with each other.

In order to effectively respond to the needs of industries and economic development trends of the nation, the Graduate Institute of Technology & Innovation Management was founded by the College of Commerce at National Chengchi University after integrating resources in the field of management, technology, and law in 1994, in hopes of cultivating excellent talent for technology and intellectual property management, and guiding the development of knowledge economy.

The Institute rapidly developed after it was established, and further established a doctoral program in 1998, in addition to its master’s program, to cultivate more research and teaching talent for the field of technology management. The Executive Program in Technology was established the same year to increase exchanges with the industry. The Institute subsequently established the Post-master's MBA Program for Science, Engineering, Medicine, and Agriculture to expand student recruitment channels in 2001.

Following the frequent news of domestic companies being sued by multinational corporations for infringement, the College of Commerce established the first “Graduate Institute of Intellectual Property Management” in Taiwan in 2002, expanding the cultivation of intellectual property management talent, and building solid research capabilities in the field of intellectual property management.

The Graduate Institute of Technology Management and Graduate Institute of Intellectual Property Management not only actively cultivate high quality talent in the development process, serving their social function as an education institution, but also actively engage in intercollegiate, international, and cross-Strait cooperation. The institutes established partnerships with the Industrial Technology Research Institute, National Yang-Ming University, Massachusetts Institute of Technology, George Washington University, Stanford University, University of Oxford, University of Sussex, Hitotsubashi University, Peking University, Tsinghua University, and Chinese Academy of Sciences to exert their social influence. The institutes further conducted in-depth research and analysis of technology management and intellectual property issues in Taiwan, and published research results in domestic and foreign academic journals.

New technologies have emerged in response to the growingly severe global competition in recent years, and innovative developments require more diverse and dynamic ways for integrating management, technology, and law knowledge. Effective intellectual property management must be carried out to create different values. Hence, the two institutes were formally merged in 2013 and named the Graduate Institute of Technology, Innovation & Intellectual Property Management. The Institute aims to more effectively integrate knowledge in different fields on this integrated platform, and to connect creativity, innovation and entrepreneurship with intellectual property at the core, creating an effective innovation value system.

B. Teaching Features

To achieve the goals above, teaching places equal emphasis on industry wisdom and corporate knowledge; equal emphasis on business ability (resource integration, intellectual property management) and management methods (innovation activities, intellectual property analysis); equal emphasis on general education in technology and literacy in humanities and law. In terms of teaching method, the Institute not only attaches importance to participation in discussions during class, but also actively promotes diverse teaching methods, including:

Activity-based teaching: Students learn to apply what they learn through business simulation, creativity simulation, and role play.

Practice-based teaching: Students gain a better understanding of domestic industries through speeches by entrepreneurs and summer seminars.

Travel-based teaching: Students engage in domestic and overseas study during summer and winter vacation, planned in coordination with prerequisite courses to develop students' industry and international perspectives.

Conventional business administration education pursues lateral functional learning of management, and seeks to increase efficiency, profitability, and lower costs. However, the knowledge economy era pursues quickly entering the market and releasing the next wave of innovative products. Teaching and research in the Institute was redesigned based on the characteristics of new business and new product development. Courses include technology and R&D management, innovation management, intellectual property rights management, and new business strategy management. These courses hope to train students so that they will have the ability to quickly respond and integrate when facing uncertain technologies and markets.

C. Research Features

The Institute has constantly sought improvement in the field of technology management since it was established in 1994. The Institute interacts extensively and in-depth with the technology industry through research projects on industry technology management and national technology policy, such as: satellite communications market evaluation, feasibility study on the Asia-Pacific Technology Policy Research Center, ownership of intellectual property rights from the Technology Development Program, ITIS positioning, evaluation of the Software Industry Five-year Development Plan, technology company product positioning and global logistics management and planning, creative lifestyle industry business models, industry-academia collaboration in digital archives, future shapers, research on entrepreneurship and innovation, open innovation, cultural and creative industries, and service innovation. These are all studies

that have been carried out over the past two decades. The Institute is an important base for intellectual property management research and talent cultivation in Taiwan, and carried out numerous major research projects, such as: Intellectual Property Value Analysis System (Academic Technology Development Program), Project for Training High-level Interdisciplinary Talent with a Technology Background, Agricultural Technology Industrial Talent Training and Management Guidance Project, The Study on Intellectual Property Right's Operation Mechanism of. Biotechnology in Clinical Medicine, Establishment Startup Intellectual Property Management System, Organizing Judicial Yuan Judicial Knowledge Intellectual Property Data, and MOST TELDAP Authorized Value-added Platform Pilot Project.

Continuing the research capabilities of the two institutes in the past, teachers of the Institute are not only well-known in their field of expertise, but even more importantly, they lead integrated research projects across universities, fields, and colleges. These research projects all emphasize dialogue, documentation, and guiding developments in technology management and intellectual property, becoming the best gatekeeper for foreign scholars to research technology management and intellectual property in Taiwan. Over the years, the Institute has written at least two hundred cases and dozens of research reports. Research projects include:

- National innovation system and innovation trends survey
- Innovation and creativity research
- Industry-academia, industry-research institutes, industry-industry knowledge circulation
- MOST industry-academia collaboration case study
- Creativity and innovation measurement indicators
- Intra-organization and inter-organization innovation platform and mechanisms
- Incubation center development and management
- Intellectual property management and utilization mechanisms
- U.S., Europe, and Japan intellectual property rights case analysis

D. Community Service and Industry-Academia Collaboration

Teachers of the Institute use their expertise and reputation to serve as consultants or participate in the review of projects for the Office of the President, Department of Industrial Technology, Intellectual Property Office, Industrial Development Bureau, Small and Medium Enterprise Administration, Ministry of Science and Technology, Industrial Technology Research Institute, and Fair Trade Commission, directly contributing and gaining first-hand experience in the formulation of national policy on technology management and intellectual property. Teachers of the Institute often write reviews in newspapers, magazines, and columns, provide guides and reviews for books, and organize selections of the top 100 books on technology management and intellectual property each year, providing the public with new knowledge on technology management.

The Institute established the cross-departmental Center for Technology Policy and Law in 1998 in coordination with national technology development. The center conducts research on national competitiveness, Asia-Pacific technology policy, technology law and intellectual property rights, and cross-Strait intellectual property rights. Furthermore, the Institute handles continuing education and promotion affairs based on the needs of industry and society, and organizes short-term training courses, working together with the Ministry of Economic Affairs, Ministry of Science and Technology, Intellectual Property Office, and Council of Agriculture in providing interdisciplinary technology management and intellectual property programs to cultivate key interdisciplinary talent.

E. Academic Journals

■ NCCU Intellectual Property Review

NCCU Intellectual Property Review is an interdisciplinary academic journal that features research on intellectual property. It is issued by the Graduate Institute of Technology, Innovation & Intellectual Property Management every June and December, and holds an important position in theoretical and empirical research in the field of intellectual property in Taiwan. Members of the editorial committee are all the top scholars in law and management in Taiwan, and the journal adopts strict double-blind review. Since the journal was first issued in 2003, it has published many academic works related to intellectual property, covering laws, technology, and management of trademarks, patents, copyright, trader secrets, and technology transfer.

Introduction to Courses

A. Educational Objectives

The Institute's master's program aims to cultivate outstanding interdisciplinary talent for creativity, innovation, entrepreneurship, and intellectual property management. Courses place equal emphasis on theory and practice in hopes that students will gain professional knowledge and skills in technology management and intellectual property, innovation and intellectual property management abilities, teamwork abilities, international perspectives, and professional ethics. The Institute's doctoral program aims to cultivate academic research, policy formulation, and business consulting talent in the field of technology and innovation management and intellectual property management. The program develops students independent thinking and professional research abilities, expression and teaching abilities, innovation and management abilities, and their international perspective and professional ethics.

I. Educational Objectives of the Institute

(I) Master's program objectives: Cultivate outstanding interdisciplinary talent for creativity, innovation, and entrepreneurship and intellectual property management

(II) Ph.D.. program objectives: Cultivate academic research, policy formulation, and business consulting talent in the field of technology and innovation management and intellectual property management.

II. Future Prospects

1. Become an academic base for cultivating interdisciplinary talent for technology innovation and intellectual property management.
2. Become a research base that is integrated into the industrial chain, and provide the talent and research needed by industries.
3. Become an important think tank for the nation's technology innovation and intellectual property policies, and advise on important policies.

B. Graduation Credits and Required Courses

Master's program: Technology Management Division

Graduate Institute of Technology, Innovation & Intellectual Property Management [Master's Program]
List of Required Courses of the Technology Management Division
(Applicable to students enrolled from academic year 2019)

Course name	Required Partially Required	Credit requirements	Year 1		Year 2		Remarks (Description of prerequisite course or group)
			1st	2nd	1st	2nd	
Corporate Social Responsibility and Ethics	Required	1					
Interdisciplinary Practices in Technology Innovation and Intellectual Property	Required	2					
Technology and Innovation Management	Required	3					
Innovation and Intellectual Property	Required	3					
Science, Technology, and Human Society	Required	3					
Strategic Innovation and Business Growth	Partially Required	3					Complete group courses before graduation: Post-baccalaureate: Select 4 out of 7 courses Post-master's: Select 3 out of 7 courses
Strategic Project and Operations Management	Partially Required	3					
Innovation Economics and Dynamic Industry Analysis	Partially Required	3					
Business Strategy	Partially Required	3					
Context of Thinking - Innovation Adoption and Diffusion	Partially Required	3					
Management of Cultural and Creative Industries	Partially Required	3					
Intellectual Property Management	Partially Required	3					
Total	Post-baccalaureate (partially) required courses: 24 credits Post-master's (partially) required courses: 21 credits						
Post-baccalaureate minimum graduation credits: 42 (11 credits from elective courses offered by other departments may be accepted) Post-master's minimum graduation credits: 36 (9 credits from elective courses offered by other departments may be accepted)							
Special course requirements: Students are required to pass Accounting (2), Economics (3), Introduction to Business/Business Administration (2) while they were in an undergraduate program, otherwise they must take the courses in their first year.							

Master's program: Intellectual Property Division

Graduate Institute of Technology, Innovation & Intellectual Property Management [Master's Program]
List of Required Courses of the Intellectual Property Division
(Applicable to students enrolled from academic year 2019)

Course name	Required / Partially Required	Credit requirements	Year 1		Year 2		Remarks (Description of prerequisite course or group)
			1st	2nd	1st	2nd	
Corporate Social Responsibility and Ethics	Required	1					
Interdisciplinary Practices in Technology Innovation and Intellectual Property	Required	2					
Technology and Innovation Management	Required	3					
Intellectual Property Law	Required	3					
Intellectual Property Management	Required	3					
Strategic Innovation and Business Growth	Partially Required	3					Complete group courses before graduation: Select 3 out of 6 courses
Patent Practices	Partially Required	3					
Intellectual Property Diagnosis and Operations	Partially Required	3					
Innovation Economics and Law	Partially Required	3					
Innovation Economics and Dynamic Industry Analysis	Partially Required	3					
Copyright Law and Management	Partially Required	3					
Corporate Social Responsibility and Ethics	Required	1					
Total	(Partially) Required: 21 credits						

Post-baccalaureate minimum graduation credits: 42
(11 credits from elective courses offered by other departments may be accepted)
Post-master's minimum graduation credits: 36
(9 credits from elective courses offered by other departments may be accepted)

Special course requirements:
Students are required to pass Accounting (2), Economics (3), and Introduction to Civil Law (2) while they were in an undergraduate program, otherwise they must take the courses in their first year.

Ph.D.. program: Academic Division

Graduate Institute of Technology, Innovation & Intellectual Property Management [Doctoral Program Academic Division]

List of Required Courses

(Applicable to students enrolled from academic year 2019)

Course name	Required Partially Required	Credit requirements	Year 1		Year 2		Remarks (Description of prerequisite course or group)
			1st	2nd	1st	2nd	
Academic Ethics	Required	1					
Social Science Research Methodology	Required	3					
Quantitative method	Required	3					
Seminar on Qualitative Research Methodology	Required	3					
Seminar on Technology, Innovation & Intellectual Property Management Theory (1)	Required	1					
Seminar on Technology, Innovation & Intellectual Property Management Theory (2)	Required	1					Core professional courses Select 3 out of 4 courses
Seminar on Technology, Innovation & Intellectual Property Management Theory (3)	Required	1					
Seminar on Technology, Innovation & Intellectual Property Management Theory (4)	Required	1					
Seminar on Innovation Economics	Partially Required	3					
Seminar on Strategy Theory	Partially Required	3					
Seminar on Technology and Innovation Management	Partially Required	3					
Seminar on Intellectual Property Management	Partially Required	3					
Total of required / partially required courses		23					
Minimum graduation credits: 33 (9 credits from elective courses offered by other departments may be accepted)							
Special course requirements: ⓪ Select at least 3 of the 4 core professional courses, 9 credits in total.							

Ph.D.. program: Industry Division

Graduate Institute of Technology, Innovation & Intellectual Property Management [Doctoral Program Industry Division]

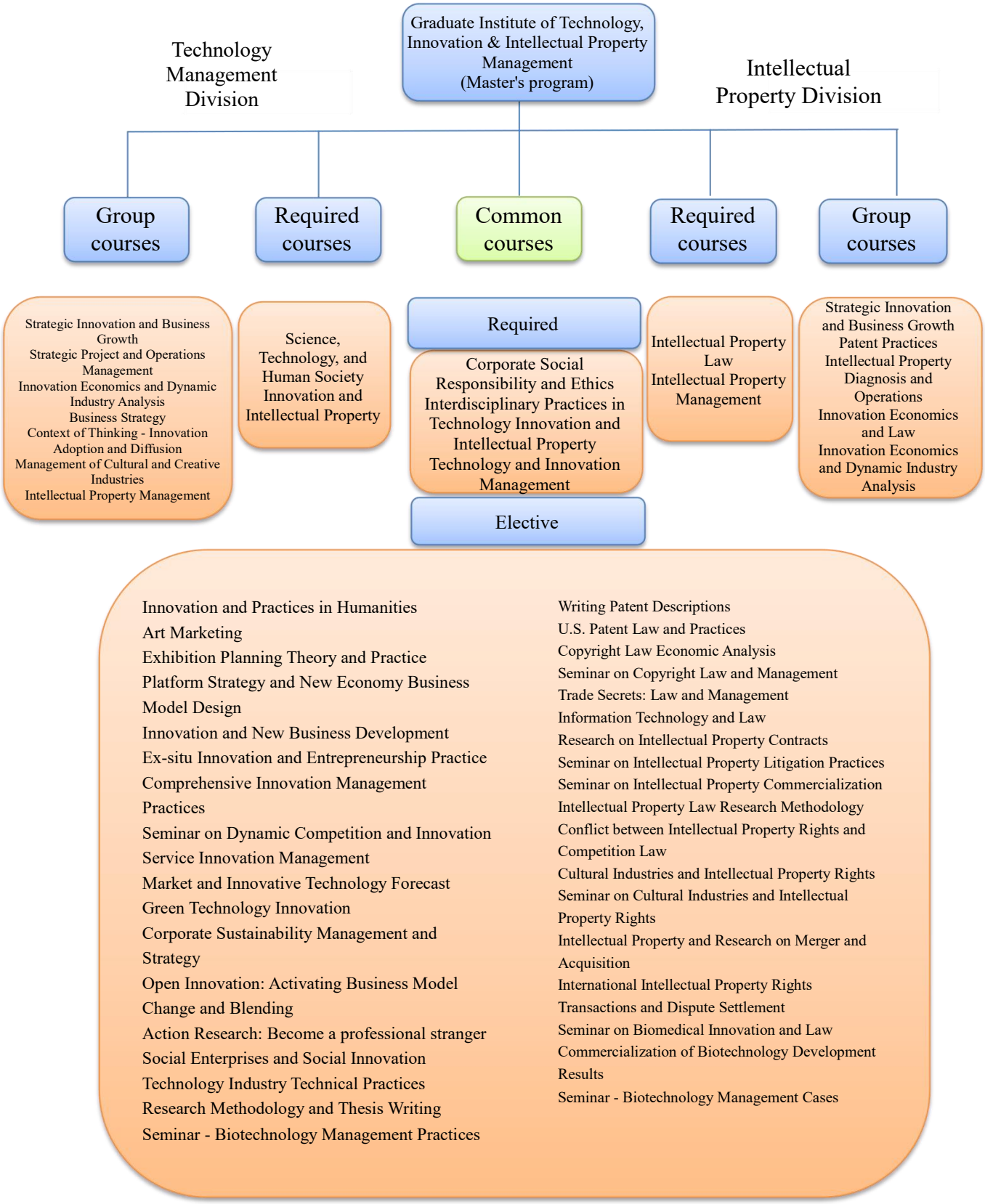
List of Required Courses

(Applicable to students enrolled from academic year 2019)

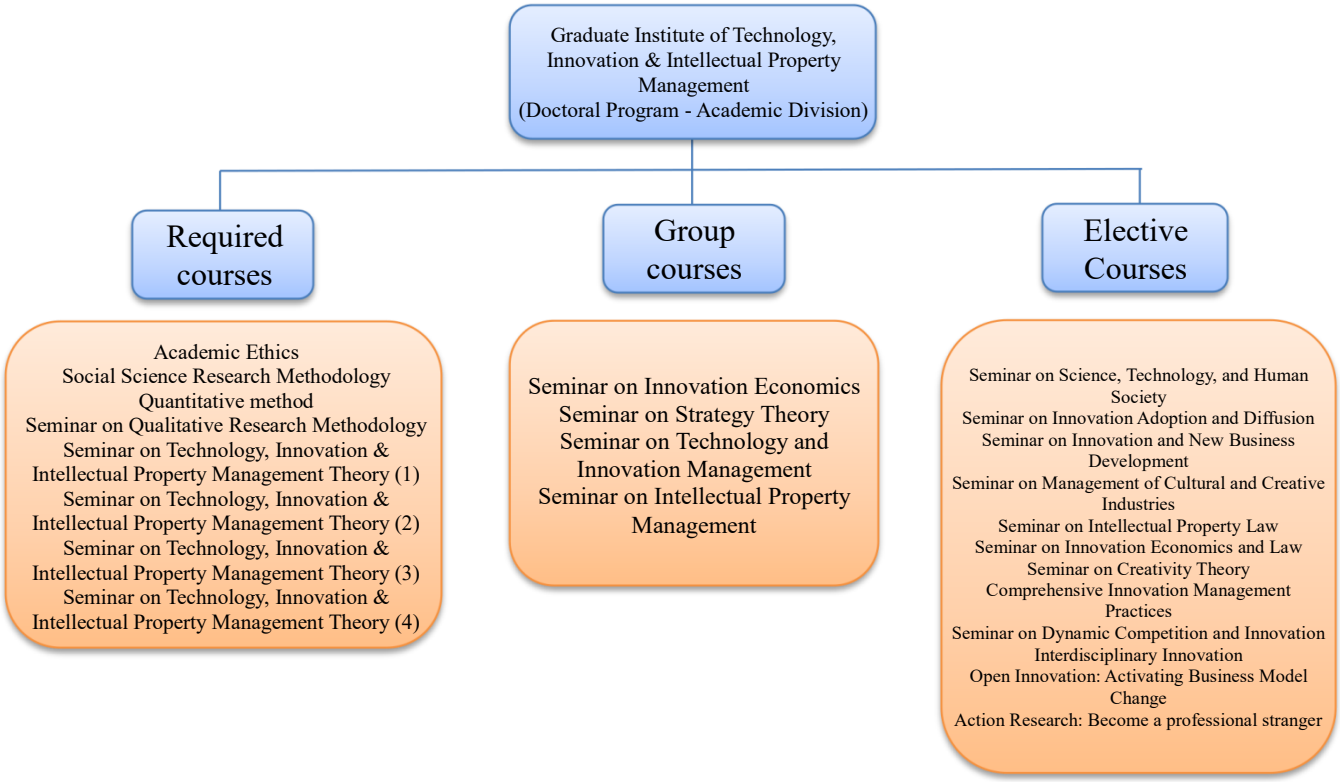
Course name	Required / Partially Required	Credit requirements	Year 1		Year 2		Remarks (Description of prerequisite course or group)
			1st	2nd	1st	2nd	
Academic Ethics	Required	1	V				
Research Boot Camp	Required	1.5	V				
Basic Theory of Commerce and Application	Required	3	V				
Qualitative and Case Study Research Methodology	Required	2	V				
Commercial Applications of Quantitative Method	Required	2	V				
Business Theory Development	Required	2			V		
Research Publication Camp	Required	1.5				V	
Business Innovation and Intellectual Property Strategy	Required	3		V			
Technology and Innovation Management	Required	3				V	
Total	Required	19					
Minimum graduation credits: 34 credits (9 credits from elective courses offered by other departments may be accepted)							
Special course requirements: Other matters shall be handled in accordance with the “Guidelines for Doctoral Students in the Industry Division of the Graduate Institute of Technology, Innovation & Intellectual Property Management, National Chengchi University” and the course requirements that year.							

C. Course Map

I. Master's Program

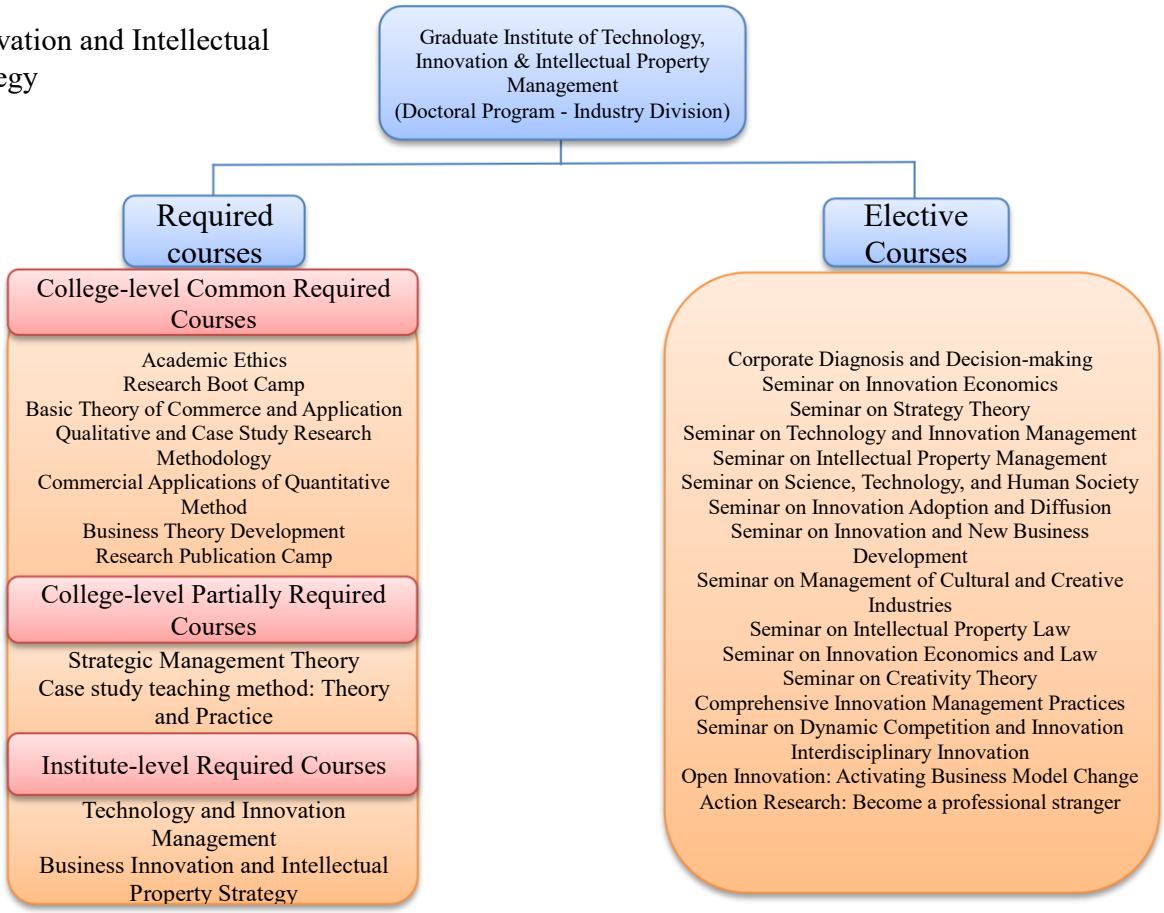


II. Doctoral Program - Academic Division



III. Doctoral Program - Industry Division

Business Innovation and Intellectual Property Strategy



IV. Ph.D.. program: Courses of the Academic Division

300006011	**Academic Ethics (Required)**	1 credit	Doctoral Program Academic Division First Year and Second Year	6 classes with 18 hours in total
[Course Objectives]	By teaching business ethics concepts and academic ethics principles, this course aims to cultivate academic talent with the ability to determine value, and attaches importance to the spirit of business ethics and principles of research ethics. As a result, doctoral students will be able to implement ethical concepts in their field of expertise when they become teachers of business administration in the future. It will strengthen the elements of business ethics in teaching contents and cause the students to uphold academic ethics when engaging in research.			
[Course Contents]	Contents of this course cover two aspects: Business ethics and academic ethics. Aspects of business ethics include ethical dialectical training, introduction to theories of ethics, business ethics case analysis and discussion, and sustainability activities. Academic ethics includes guidelines for writing academic papers and citation and quotation, principles and procedures for reviewing research ethics in social sciences, and application for and regulations on MOST projects.			
[Remarks]				

364039001 364040001 364041001 364042001	**Seminar on Technology, Innovation & Intellectual Property Management Theory (1)&(2)&(3)&(4) (Required)**	4 credits	Master's Program First Year and Second Year, Doctoral Program Academic Division First Year and Second Year	1 hour each semester
[Course Objectives]	(I) Help doctoral students participate in academic research communities and obtain related information and abilities. (II) Provide teachers and students of the Institute with the latest research and opportunities to extensively access research cases. (III) Establish the Institute's academic network and create a research community culture.			
[Course Contents]	(I) Discussion on academic career (II) Research experience sharing (III) Career exploration activities (IV) Teacher-student guidance and exchange (V) Preliminary publication and discussion of international academic conference papers			
[Remarks]				

364024001	**Social Science Research Methodology (Required)**	3 credits	Doctoral Program Academic Division First Year	3 hours
[Course Objectives]	1. Help students understand the philosophical foundation of social sciences through easy-to-understand explanations. 2. Guide students to learn and properly use research methodologies in social sciences.			

	3. Help students participate in academic research communities and obtain related information and abilities.
[Course Contents]	I. Philosophical foundation of social sciences (I) Why do research? (II) What kind of research is scientific research? (III) Is there scientific research in the field of social sciences/management? (IV) Traps in scientific research A3, R4 II. Seminar on Research Methodology (I) Empirical Case Study (II) Interpretive Case Study (III) Empirical Quantitative Research (IV) Quantitative Research/Case Study on Law (V) Participatory Action Research III. Paper Writing (I) Outline of Paper Writing (II) Principles of Paper Writing (III) Research Example
[Remarks]	

364076001	**Quantitative Method (Required)**	3 credits	Doctoral Program Academic Division First Year	3 hours
[Course Objectives]	1. To introduce various research methods. 2. To help students ask and approach “good” research questions. 3. To expose students in a variety of topics in the field of social science. 4. To cultivate students’ in-depth and logical way of thinking. 5. To increase students’ capabilities in conducting quantitative researches. Qualitative Research Methodology			
[Course Contents]	1. Writing a Research Proposal 2. The Research Process: Develop a "Good" Research 3. Research Proposals and Ethics in Business Research 4. Research Design Strategies 5. Sampling Design 6. Measurement and Measurement Scales 7. Survey Methods and Instruments 8. Secondary Data Exploration and Observational Studies 9. Qualitative Research 10. Data Preparation and Examinations 11. Hypothesis Testing and Association Analyses 12. Multivariate Analysis: An Overview 13. Results and Discussions 14. Special topics: Multiple Criteria Decision Analysis			
[Remarks]				

364077001	**Seminar on Innovation Economics (Partially Required)**	3 credits	Doctoral Program Academic Division First Year and Second Year	3 hours

[Course Objectives]	(I) Help students understand the development and scope of innovation economics through lectures. (II) Guide students to understand issues and research methodologies through literature review. (III) Use databases to provide students with empirical analysis of innovation in Taiwan's industries.
[Course Contents]	1. Innovation: A Guide to the Literature 2. The Innovative Firm 3. Innovation Process 4. Measuring Innovation 5. Oslo Manual，CIS: Community Innovation Statistics 6. Organizational Innovation 7. Networks of Innovators 8. Systems of Innovation 9. How and Why Innovation differs across Sectors? 10. Innovation in Low-Tech Industries 11. Innovation in Services 12. Local cases in Taiwan 13. How to profit from (Appropriation of) Innovation
[Remarks]	

364078001	**Seminar on Strategy Theory (Partially Required)**	3 credits	Doctoral Program Academic Division First Year and Second Year	3 hours

[Course Objectives]	This course focuses on the classification structure in "The Nature of the Strategy," systematically reviews classic studies, and discusses management strategies and new issues in management in the new economy (post-capitalism). This course specifically focuses on new issues in management strategies derived from globalization and digital technology in recent years, such as the Earth is flat, social innovation, public-private partnership, big data, sharing economy, and network community, which are organizational strategies or cross-sector management challenges brought by global trends and technological advancement. By systematically reading the latest literature on strategy and observing management practices in the industry, this course expects students to conclude the nature of modern business administration strategy, and use theories to explain actual cases.
[Course Contents]	1. Weekly report on papers: Teaching materials each week are divided into (1) reading materials, (2) case discussion, (3) video discussion, and (4) supplemental material. 2. Course participation and contribution: One student is responsible for giving a summary (at least 1,000 words in writing) and oral report on one paper every week. The summary and comments may include (but not limited to) the following contents: (1) Integrate the differences and similarities of different articles and propose your own innovative view, and draw a conceptual framework chart. (2) Determine the relative position of reading materials in the framework of The New Nature of the Strategy, and potential new perspectives. (3) Provide corresponding company examples or theory explanations for the reading materials. (4) Summarizes the issues and concepts found during discussions in the previous week.

	3. Project and Practice: Select any article from the designated teaching materials, understand its line of thought, and propose at least three practical cases for dialogue with the article. Organize the concepts and thinking process for a specific topic and attempt to develop a feasible research idea.
[Remarks]	

364079001	**Seminar on Technology and Innovation Management (Partially Required)**	3 credits	Doctoral Program Academic Division First Year and Second Year	3 hours
[Course Objectives]	The objective of this course is to let students gain a better understanding of literature in several important fields of innovation development and management. These fields mainly include: innovation structure, organizational innovation, dynamic and absorption ability, knowledge management and evolution, open R&D and innovation and intellectual property protection, and technology startups.			
[Course Contents]	1. Innovation Processes and Types 2. Managing Technical Communication 3. Organizational Innovation 4. Product Development and Innovation 5. Dynamic Capabilities 6. Absorptive Capacity 7. Knowledge Management 8. Disruptive Innovation 9. Open Innovation 10. Evolution of Knowledge and Human Know-How 11. Technology Entrepreneurship 12. Service R&D and Innovation 13. Intellectual Property Protection/Management			
[Remarks]				

364801001	**Seminar on Strategy and Innovation Theory (1) (Elective)**	3 credits	Doctoral Program Academic Division First Year and Second Year	3 hours
[Course Objectives]	This course hopes to help students become familiar with emerging theories of strategy, further understand actual strategies implemented by local enterprises, and make connections with current issues in humanities and innovation (H_EHA). This course sets out from a knowledge based view, and allows students to understand practices in strategy and innovation through interviews and participation. This way students will develop original strategies and innovation theories and analysis frameworks, which will serve as the foundation for their future academic research and consulting in the industry. This course is divided into four parts: 1. Basic theories of knowledge-based and humanities innovation. 2. Comprehensive analysis of studies on the strategies and innovation of local companies. 3. On-site interviews and field surveys. 4. Formation and proposal of original theories on strategy and innovation.			
[Course	I. Discussion on theories			

Contents]	1. Evolution of strategy and innovation paradigms 2. Knowledge-based view 3. Knowledge and innovation 4. Intellectual property strategies and innovation 5. System innovation 6. Human-based needs and innovation in meaning 7. Hub and communities 8. Reproduction strategies 9. Ecological evolution II. Comprehensive analysis of practical strategy and innovation cases III. On-site interviews and field surveys
[Remarks]	

364870001	**Comprehensive Innovation Management Practices (Elective)**	3 credits	Master's Program First Year and Second Year, Doctoral Program First Year and Second Year	3 hours

[Course Objectives]	This course aims to provide students with a learning platform that will bring out their creativity, so they will propose innovations and complete their startup plans. In this course, students will learn: (I) How to use the patent database for patent map analysis. (II) How to innovate and practice innovation cases. (III) How to analyze supply and demand for innovation and plan business models.
[Course Contents]	(I) Creativity-Intellectual-Innovation-Entrepreneurship (II) Explore needs (III) Patent analysis (IV) Innovation process and management (V) TRIZ Technology (VI) 40 principles of creativity (VII) Consumer interviews, survey (VIII) Discussion of innovation plans (IX) Business models (X) Discussion of startup plans
[Remarks]	

364908001	**Seminar on Dynamic Competition and Innovation (Elective)**	3 credits	Master's Program First Year and Second Year, Doctoral Program First Year and Second Year	3 hours

[Course Objectives]	(I) Understand key literature in competition trends and low disruption innovation. (II) Discuss the direction for integrating competition trends and low disruption innovation.
[Course Contents]	1. Student case study on dynamic competition and innovation 2. Competition Dynamics 3. AMC perspective 4. Analytical Framework of Competition Dynamics

5. Research Overview of Competition Dynamics
6. Industrial Dynamics & Innovation
7. Demand Side Story of Innovation over the Product Life Cycle
8. Competition, Innovation and Market Structure
9. Innovation and Competition
10. Disruptive Innovation
11. Disruptive Innovation and Competition
12. Disruptive Innovation : re-examination

[Remarks]

III. Doctoral Program Course Checklist - Academic Division

College of Commerce, National Chengchi University

Graduate Institute of Technology, Innovation & Intellectual Property Management_Doctoral Program_Academic Division

Name:_____

Student No.: _____ **(Graduation credits: 33 credits)**

College-level elective courses (7 credit)

Course Name	Credits	Score	
Academic Ethics	1		☐
Social Science Research Methodology	3		☐
Quantitative method	3		☐

Institute-level Required Courses

Course Name	Credits	Score	
Seminar on Qualitative Research Methodology	3		☐
Seminar on Technology, Innovation & Intellectual Property Management Theory (1)	1		☐
Seminar on Technology, Innovation & Intellectual Property Management Theory (2)	1		☐
Seminar on Technology, Innovation & Intellectual Property Management Theory (3)	1		☐
Seminar on Technology, Innovation & Intellectual Property Management Theory (4)	1		☐

Elective Courses in the Department

Course Name	Credits	Score	
1. _____			☐
2. _____			☐
3. _____			☐
4. _____			☐
5. _____			☐
6. _____			☐

Institute-level Partially Required Courses (choose 3 of 4)

Course Name	Credits	Score	
Seminar on Innovation Economics	3		☐
Seminar on Strategy Theory	3		☐
Seminar on Technology and Innovation Management	3		☐
Seminar on Intellectual Property Management	3		☐

Elective courses of other departments (maximum of 9 credits)

Course Name	Credits	Score	
1. _____			☐
2. _____			☐
3. _____			☐
4. _____			☐
5. _____			☐
6. _____			☐

Total credits: _____ credits

IV. Doctoral Program Course Checklist - Industry Division

College of Commerce, National Chengchi University

Graduate Institute of Technology, Innovation & Intellectual Property Management_Doctoral Program_Industry Division

Name:_____

Student No.: _____ **(Graduation credits: 34 credits)**

College-level elective courses (13 credit)

Course Name	Credits	Score	
Academic Ethics			
Research Boot Camp	1	____	☐
Basic Theory of Commerce and Application	1.5	____	☐
Qualitative and Case Study	3	____	☐
Research Methodology	2	____	☐
Commercial Applications of Quantitative Method	2	____	☐
Business Theory Development	2	____	☐
Research Publication Camp	1.5	____	☐

Institute-level Required Courses (6 credits)

Course Name	Credits	Score	
Business Innovation and Intellectual Property Strategy	3	____	☐
Technology and Innovation Management	3	____	☐

Elective Courses in the Department

Course Name	Credits	Score	
1. _____	____	____	☐
2. _____	____	____	☐
3. _____	____	____	☐
4. _____	____	____	☐
5. _____	____	____	☐
6. _____	____	____	☐

Elective courses of other departments (maximum of 9 credits)

Course Name	Credits	Score	
1. _____	____	____	☐
2. _____	____	____	☐
3. _____	____	____	☐
4. _____	____	____	☐
5. _____	____	____	☐
6. _____	____	____	☐

Total credits: _____ credits

National Chengchi University Graduate Institute of Technology, Innovation & Intellectual Property Management Study Plan

Doctoral program

Name: ________________ Student No.: ________________ Division: ________________

______Year

First Semester				Second Semester			
Course Name	Class time	Required/ Elective	Semester Credits	Course Name	Class time	Required/ Elective	Semester Credits
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
________	________	Required☐ Elective☐	____	________	________	Required☐ Elective☐	____
Total:							

Graduate Institute of Technology, Innovation & Intellectual Property Management Teachers

Name	Title	Highest degree	Expertise	Department
Sung Huang-Chih	Full-time Associate Professor and Director	Ph.D. in Technology Management, National Chiao Tung University	Patent Law, Patent Analysis, Intellectual Property Rights Management	Graduate Institute of Technology, Innovation & Intellectual Property Management
Wu Se-Hua	Full-time Professor	Ph.D. in Business Administration, NCCU	Technology business management strategy, industry and competition analysis, seminar on knowledge management	Graduate Institute of Technology, Innovation & Intellectual Property Management
Wu Feng-Shang	Full-time Professor	Ph.D. in Business Administration, Rensselaer Polytechnic Institute	R&D Management, Technology Forecast and Evaluation, Innovation Management, Technology Management	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chiu Yi-Chia	Full-time Professor and Vice Dean of the College of Commerce	Ph.D. in Technology Management, National Chiao Tung University	Strategic Management, Technology Management, Technology Diversification, Resource Distribution, Investment	Graduate Institute of Technology, Innovation & Intellectual Property Management
Jerry G. Fong	Full-time Professor	Ph.D. in Law, Cornell University	Intellectual Property Law, Technology Law, Internet Law, Technology Transfer and Licensing, Commercial Law, Company Act, Securities and Exchange Act	Graduate Institute of Technology, Innovation & Intellectual Property Management
Hsiao Ruey-Lin	Full-time Professor	Ph.D. in Industrial and Business Studies, University of Warwick	Qualitative Research, Innovation and Diffusion, Technology Management and Organizational Change, Media Innovation, Urban Innovation	Graduate Institute of Technology, Innovation & Intellectual Property Management

Name	Title	Highest degree	Expertise	Department
Jeng Jyh-Fu	Full-time Associate Professor	Waseda University Ph.D. in Information, Production & Systems	Operations Management, Entrepreneurship, Decision Analysis	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chen Ping-Hsun	Full-time Associate Professor	Ph.D. in Law, Washington University in St. Louis	Patent Law, International Intellectual Property Law, Biotechnology and Intellectual Property	Graduate Institute of Technology, Innovation & Intellectual Property Management
Hsu Mu-Yen	Full-time Assistant Professor	Ph.D. in Business and Public Policy, Wharton School, University of Pennsylvania	Technology Economics, Green Innovation Management, Technology Policy of Various Countries	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chang Yu-Chien	Full-time Assistant Professor	Ph.D. in Marketing, King's College London, University of London	Art Marketing, Marketing, Art Organization Management, Cultural and Creative Industries	Graduate Institute of Technology, Innovation & Intellectual Property Management
Cheng Wan-Chiung	Full-time Assistant Professor	Ph.D. in Law, Kyushu University	Intellectual Property Law, Innovation Financing and Commercialization, Analysis of Law Economics, Private International Law, Privacy and Personal Information Protection Law	Graduate Institute of Technology, Innovation & Intellectual Property Management
Ko Yu-Chia	Full-time Assistant Professor	Ph.D. in Innovation and Management, Business School of the University of Manchester	Technology Innovation Systems, Green Technology Innovation and Policy, Corporate Sustainability Innovation Management	Graduate Institute of Technology, Innovation & Intellectual Property Management

Name	Title	Highest degree	Expertise	Department
Chen Ming-Che	Chair Professor	University of Maryland Ph.D. in Strategic Management	Dynamic Competition, Corporate Strategy, Strategic Thinking of Chinese and Western Companies	Graduate Institute of Technology, Innovation & Intellectual Property Management
Wu Jing-Jyi	Honorary professor	Ph.D. in Educational Psychology, University of Minnesota	Cultural and Creative Industries, Educational Psychology, Creativity Theory, Interpersonal Communication and Teamwork	Graduate Institute of Technology, Innovation & Intellectual Property Management
Liu Chang-Bin	Honorary professor	Ph.D. in Law, University of Washington	Intellectual Property Law, Intellectual Property Rights Management, Computer Law, Technology Law	Graduate Institute of Technology, Innovation & Intellectual Property Management
Liu Kung-Chung	Adjunct Professor	Ph.D. in Law, University of Munich	Fair Trade Act, Intellectual Property Law, Telecommunications Act, High-tech Industries and Strategy Analysis, Game Theory, Network Economics	Graduate Institute of Technology, Innovation & Intellectual Property Management
Hou Sheng-Tsung	Adjunct Professor	Ph.D. in Technology Management, NCCU	Dynamic Competition, Social Innovation and Entrepreneurship, Service Innovation, Qualitative Research	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chan Kwei-Hang	Adjunct Professor	University of Minnesota Ph.D. in Pharmaceuticals	Biotechnology Innovation and R&D Management, Management and Use of Intellectual Property for New Pharmaceuticals	Graduate Institute of Technology, Innovation & Intellectual Property Management
Kuang S. Yeh	Adjunct Professor	Ph.D. in Organization Theory and Policy Analysis, Carnegie Mellon University	Organization Theory, Startups, Government and Enterprises, Corporate Ethics and Corporate Governance	Graduate Institute of Technology, Innovation & Intellectual

Name	Title	Highest degree	Expertise	Department
				Property Management
Wen Chao-Tung	Adjunct Professor	Rensselaer Polytechnic Institute Ph.D. in Environmental Management	Technology and Humanities, New Business Development, Entrepreneurship	Graduate Institute of Technology, Innovation & Intellectual Property Management
Su Kua-Terng	Adjunct Professor	Ph.D. in Accounting, Louisiana State University	Company Valuation, Intangible Asset Valuation, Managerial Accounting, Financial Statement Analysis	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chen Kuo-Cheng	Associate Professor-level Technical Expert	Ph.D. in Technology Management, National Chiao Tung University	Intellectual Property Law, Litigation Practices	Graduate Institute of Technology, Innovation & Intellectual Property Management
Chiu Jiann-Jong	Assistant Professor-level Technical Expert	Ph.D. in Electrical Engineering, National Taiwan University	Technology Industry Technologies, Nano-electronics, Optical Communications, Biomass Energy	Graduate Institute of Technology, Innovation & Intellectual Property Management
Fan Hsueh-Liang	Adjunct Assistant Professor	Ph.D., Graduate Institute of Technology, Innovation & Intellectual Property Management, National Chengchi University	Innovation Management, Creativity, Interpersonal Communication and Teamwork, Organizational Behavior and Human Resource Management	Graduate Institute of Technology, Innovation & Intellectual Property Management
Tsai Huei-Ju	Adjunct Assistant Professor	Ph.D. in Technology Management, National Chiao Tung University	Intellectual Property Law, Legal Use of Copyright, Intellectual Property Civil and Administrative Action	Graduate Institute of Technology, Innovation & Intellectual Property Management

(In the order of job level and number of strokes in Chinese last name)