

# 國立陽明交通大學管理學院

## 創業與創新管理跨域學程實施要點

National Yang Ming Chiao Tung University College of Management  
Implementation Guidelines for Venture & Innovation Management Cross-Disciplinary Program

110 年 10 月 21 日創業與創新管理跨域學程工作小組通過  
110 年 12 月 2 日校課程委員會通過  
110 年 12 月 16 日教務會議核備通過  
111 年 3 月 31 日創業與創新管理跨域學程工作小組通過  
111 年 5 月 13 日校課程委員會通過  
111 年 6 月 16 日教務會議核備通過  
111 年 11 月 3 日創業與創新管理跨域學程工作小組通過  
111 年 11 月 8 日創業與創新管理跨域學程工作小組通過  
111 年 11 月 28 日校課程委員會通過  
112 年 3 月 7 日教務會議核備通過  
112 年 3 月 27 日創業與創新管理跨域學程工作小組通過  
112 年 5 月 16 日校課程委員會通過  
112 年 5 月 30 日教務會議核備通過  
112 年 10 月 31 日創業與創新管理跨域學程工作小組通過  
112 年 12 月 12 日校課程委員會通過  
113 年 3 月 20 日創業與創新管理跨域學程工作小組通過  
113 年 3 月 27 日創業與創新管理跨域學程工作小組通過  
113 年 5 月 20 日校課程委員會通過  
113 年 10 月 14 日創業與創新管理跨域學程工作小組通過  
113 年 11 月 25 日校課程委員會通過  
114 年 3 月 28 日創業與創新管理跨域學程工作小組通過  
114 年 4 月 2 日創業與創新管理跨域學程工作小組通過  
114 年 5 月 12 日校課程委員會通過  
114 年 10 月 14 日創業與創新管理跨域學程工作小組通過  
114 年 11 月 12 日校課程委員會通過

一、國立陽明交通大學管理學院（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，依據國立陽明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 expanding the second specialty, National Yang Ming 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 NYCU 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，總學分數為 30 學分。

II. 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 their 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 30 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、創新創業中心執行長、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，並與創新創業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 CEO of Innovation and Entrepreneurship Center 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 in the College or the others to assist the VIP Program students. The Committee will also work with Innovation and Entrepreneurship Center 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、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 NYCU undergraduate students admitted from the academic year 2015.
2. For students who would like to apply for the VIP Program as their cross-disciplinary specialty:
  - (1) They can submit the application to the department that they belong to within the dates of annual announcements by faculty, they can only take the cross-disciplinary program after being approved by both their original department and the College.
  - (2) Student should complete the following courses: required courses of the university, 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 marked 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，得依本校教師授課時數核計原則規定辦理。

V. In order to encourage different departments or colleges to working together to design cross-disciplinary curriculum, teaching hours for the innovative cross-disciplinary curriculum offered by more than two teachers could be calculated according to National Yang Ming Chiao Tung University Principles for Verifying and Calculation Teachers' Teaching Hours.

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後實施，修訂時亦同。

VII. The Guidelines (including the required courses attached) will be implemented after it is approved by the school curriculum committees, and the same shall be done when revising.

# 創業與創新管理跨域學程必選修科目表

The Required Course List for the students study cross-disciplinary module curriculum in Venture & Innovation Management Program

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) 30 credits	必修 Required (15 學分) 15 credits	管理學院 基礎 必修 課程 <sup>1</sup>	管理學院 College of Management	MGCM10011	統計學(一) Statistics (I)	3	五擇三 Three out of five
				MGCM10004	會計學(一) Accounting (I)	3	
				MGCM10013	經濟學(一) Economics (I)	3	
				MGCM10009	管理學 Management	3	
		管院 管理 基礎 課程 <sup>1</sup>	管科系 Department of Management Science	MGCM10016	行銷學 Principles of Marketing	3	
		<sup>1</sup> 跨域模組課程與本院學生原系應修課程及學分重複者，由本學程選修科目表學分補足。 If the credits in the original department overlap with those in the cross-disciplinary module curriculum, students should take credits from the elective subjects listed below to make up the credits.					
		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	MGBA10003	經營管理-創業與興業家精神 Entrepreneurs and Entrepreneurship	3	二擇一 Either
				MGBA10001	創業與創新實作專案(I) Foundations of Management and Entrepreneurship (I)	3	
				MGBA10002	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 15 學分) <sup>2</sup> Choose any 15 credits from the courses listed on the right		管理科學系 Department of Management Science	MGMS30021	創新與技術移轉 Innovation and Technology Transfer	3	學生可於 每學期選 課結束前 提出書面 申請非本 學程選修 科目表中 之課程， 需經由本 學程主任 審核通過 後，方可 認列為本 學程選修 課，至多 兩門。
			管理科學系 Department of Management Science	MGMS30018	創業管理:新創事業開發 Entrepreneurship: New Venture Creation	3	
			管理科學系 Department of Management Science	MGMS30084	行銷管理 Marketing Management	3	
			管理科學系 Department of Management Science	MGMS30079	自我領導 Strategic Management of Social Media	3	
			財務金融研究所 Institute of Finance	MGIF30024	創業與籌資 Venture Capital	3	

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
		資訊管理與財務金融系 Department of Information Management and Finance	MGCM10018	財務管理 Financial Management	3	
		經營管理研究所 Institute of Business & Management	MGBM30048	組織設計與管理 Organization Design and Management	3	
		經營管理研究所 Institute of Business & Management	MGBM30034	策略性人力資源管理 Strategy and Human Resources Management	3	
		經營管理研究所 Institute of Business & Management	MGBM30049	組織行為 Organizational Behavior	3	
		經營管理研究所 Institute of Business & Management	MGBM30033	策略性變革管理 Strategic Change Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30018	創新與網路創業 Innovation and Internet Entrepreneurship	3	
		科技管理研究所 Institute of Management of Technology	MGMT30010	創意與創新管理 Creativity and Innovation Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30014	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	MGMT30041	生技醫藥產業創新與創業 Innovation and Entrepreneurship in Biotechnology & Biomedical Industries	3	
		科技管理研究所 Institute of Management of Technology	MGMT30030	專利與創新策略 Patent and Innovation Strategy	3	
		科技管理研究所 Institute of Management of Technology	MGMT30069	科技管理文獻評析 Literature Analysis on Technology Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30080	科技策略與創新 Technology Strategy and Innovation	3	
		科技管理研究所 Institute of Management of Technology	MGMT30078	基礎專利分析與技術預測 Fundamentals of Patent Analytics and Technological Forecast	3	

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
		科技管理研究所 Institute of Management of Technology	MGMT30037	智慧財產權管理實務 Intellectual Property Management and Practice	3	
		科技管理研究所 Institute of Management of Technology	MGMT30019	創新研發管理與創業實務 Management of Research and Development and the Practice of Entrepreneurship	3	
		科技管理研究所 Institute of Management of Technology	MGMT30002	科技創新創業管理 Technological Innovation and Entrepreneurship Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30028	創新營運模式與創業管理實務 Business Model Innovation and Entrepreneurship Management in Practice	3	
		科技管理研究所 Institute of Management of Technology	MGMT30036	智慧財產權管理個案與實務 Intellectual Property Management: Case Study and Practice	3	
		科技管理研究所 Institute of Management of Technology	MGMT30086	永續創新與轉型創業 Sustainable Innovation and Entrepreneurship Transition	3	
		科技管理研究所 Institute of Management of Technology	MGMT30083	設計思考與商業模式創新 Design Thinking and Business Model Innovation	3	
		科技管理研究所 Institute of Management of Technology	MGMT30097	新興科技創新智慧財產權管理 Emerging Technology Innovation and Intellectual Property Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30032	新興科技創新管理 Emerging Technology and Innovation Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30105	創意思維與創新管理 Creativity and Innovation Management	3	
		科技管理研究所 Institute of Management of Technology	MGMT30109	永續治理與企業社會責任創新實踐 Sustainable Governance and the Practice of Corporate Social Responsible Innovation	3	
		科技管理研究所 Institute of Management of Technology	MGMT30096	科技素養與產業實務創新 Technology Literacy and Industrial Practical Innovation	3	

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
		科技管理研究所 Institute of Management of Technology	MGMT30111	企業永續治理創新策略規劃 Enterprise Sustainable Governance and Innovation Strategic Deployment	3	
		運輸與物流管理學系 Department of Transportation & Logistics Management	MGTM30043	運輸安全 Transportation Safety	3	
		運輸與物流管理學系 Department of Transportation & Logistics Management	MGTM30006	全球供應鏈管理 Global Supply Chain Management	3	
		<sup>2</sup> 學生可於每學期選課結束前提出書面申請非本學程選修科目表中之課程，需經由本學程主任審核通過後，方可認為本學程選修課，至多兩門。 Students may submit an application for courses that are not listed in the elective subjects in this program before the end of each semester. It must be approved by the director of this Program before being recognized as elective courses for this program and two courses are at the most.				
	總學分 Total Credits				30	