

SYLLABUS

Cultural and Creative Entrepreneurship: Case Studies

SPRING 2015

Instructor: HAN, TZU-SHIAN
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Class Hours: Tuesday, 14:10-17:00

Course objectives

At the completion of this course, students should be able to:

1. understand what is creativity, innovation, and creative industry
2. understand the concept of culture-based creativity and innovation
3. understand how to be successful in a creative industry

Course Description

This course is to engage students in linking creativity, innovation, and the commercialization of creativity and innovation. Through case studies, students will be able to analyze the evolution from creative ideas, to innovation, to its commercialization, and the key factors that leads to success or failure. Through company visits, students will be immersed in the context to get the real feeling of creativity and innovation.

Class schedule

Date Source Cases

- 2/24 Introduction, the global creativity index (3/5 no class)
3/03 Taiwan Miniwiz Case: Eco Arch
3/10 Harvard case Case: Lego
3/17 (2) Field trip
3/24 Ivey case Case: Toy2R: A Pioneer of Creative Designer Toys in Hong Kong
3/31 (2) Field trip
4/07 Ivey case Case: Jadelink and the Luxury Goods Market in China
4/14 Case: Singtex technical fabric
4/21 (2) Company visits Singtex + Jia Inc.
4/28 Cultural & creative industry in your country
5/05 Harvard case Case: Music and the (Real) World: Thirty Years of MTV
5/12 Taiwan cases Roma stone & Wall paper