

## 6. Innovation & Decision

**Dates:** Jun. 28 – Jul. 21, 2021

**Credits:** 3

**Language:** English

**Delivery:** Blended online – synchronous and asynchronous

**Total Hours:** 56

**Tuition Fees:** USD 300 (Online)

**\*Tuition waiver for AU partner universities**

Welcome to Asia University 2021 Summer Program in Innovation & Decision! From enterprise organizations to businesses, the world is changing more rapidly than ever before, making staying ahead of the innovation curve and flexible decisions even more critical and crucial. This program will provide you with a variety of contexts, including innovative technology, economic decision, conceptualizing design thinking, etc. Through this comprehensive program, you'll gain the managerial tools to meet the needs of both investors and customers, know the application possibility of innovative technologies, the competitive advantage, the value chain for business success with systematic design thinking, and the strategy that will enable you to build products, and the services that drive your organization forward.

### About the Program

Students from around the world are invited to spend 4 weeks learning online with Asia University. If accepted to the program, you'll have the opportunity to learn at one of the most popular programs in Innovation & Decision. You can explore a wide range of topics, such as creativity, big data, real option analysis, simple game theory, investment decision and innovation.

### The Program Features

During your 4 weeks of study online with Asia University, you will attend classes each day and participate in team-building events and independent study. After you have completed the course, you will become more capable of thinking critically and self-learning confidently- skills that will lead to success in the future.

## CREATIVE IN LIFE

### QUESTION (Student)

### ANSWER (Teacher)

Hello Teacher, I don't understand...

For first assignment of the Creative in Life, you just need to find a product or a service around you. Introduce it to me. I want you to write more, because the product or service that I might not be familiar. If you could introduce it more, and it is better to show with pictures or videos, that would be great. The homework assignment, you can find in with "Blue" or "PSP" file. Please ask if you have more questions.

Hi! homework, should I only answer the homework?

Hello Mrs., I want to ask about the final report of Creative in Life as assigned at the end of the 2nd ppt, do we have to choose each 1 product that we use often + 1 product that we rarely use (2 products in total) OR only choose 1 of them? The 2nd instruction indicates the latter but the following instructions kind of confuse me so I want to make sure. Thank you.

Hi, Tania, the product you can choose either the one you have used often or rarely use, only one product is enough.

## CREATIVITY AND ENTREPRENEURSHIP

NO	DATE	NAME
1	2023/01/01	Arini
2	2023/01/02	Arini

2023 DATA ANALYSIS		
NO	DATE	NAME
1	2023/01/01	Arini
2	2023/01/02	Arini

2023 DATA ANALYSIS		
NO	DATE	NAME
1	2023/01/01	Arini
2	2023/01/02	Arini

## CUSTOMER RELATIONSHIP MANAGEMENT

NO	NAME	QUESTION (Student)	ANSWER (Teacher)
1	Arini	Hi! Teacher, I don't understand...	
2			

## INTERNATIONAL SALES AND DISTRIBUTION

NO	NAME	QUESTION (Student)	ANSWER (Teacher)
1	Arini	Hi! Teacher, I don't understand...	
2			



## Curriculum for Innovation & Decision

Course Title	Hours	Module Components
Opening Ceremony & Introduction to Asia University	3	Tutorials
Class Introduction & Campus Tour	3	Lecture
Design Thinking in Teamwork	2	Lecture
Taiwan's Night Market Economic Culture	4	Lecture
R&D, Innovation, Real Option	6	Lecture
Big Data and Decision Analysis	6	Lecture
Game Theory and Corporate Decision	6	Lecture
Real Option Decision and Economic Investment	8	Lecture
Creative Communication in Teamwork	3	Lecture
Design Thinking in Teamwork	3	Lecture
Presentation	6	Lecture
Assessment and Feedback	6	Lecture
<b>Total</b>	<b>56</b>	

Module Components	Contact hours per weeks	Remark
Lecture	13	
Tutorials	1	
Practicals/Lab	-	
Assignment Method	Percentage (in %)	Remark
Exam	20	
Assignments and Quiz	20	
Presentation	20	
Others	40	Participation

**\*\*For Innovation & Decision program, please visit the College webpage at**

<https://cm3.asia.edu.tw/bin/home.php?Lang=EN>

**\*\*For all AU Summer Programs, please visit the International College webpage at**

<https://ci.asia.edu.tw/files/11-1014-6758.php?Lang=en>

