

國立成功大學

113學年度碩士班招生考試試題

編 號：212

系 所：創意產業設計研究所

科 目：企劃實務

日 期：0202

節 次：第 3 節

備 註：不可使用計算機

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

Short Essay Questions:

Please answer the following three essay questions in English with 300 words maximum each.

1. Why 'Planning' is important? Pls illustrate with your own project experiences, and what kinds of 'thinking' and 'digital' tools you have practiced with the planning process? (30%)
2. What's the relationship between 'planning' and 'teamworking'? (30%)
3. Pls come up with a creative plan to attract international talent to study or work Taiwan, pls demonstrate your ideas by drawing a storyboard with a brief introduction of your plan. (40%)